

LIFE



SOUTHERN RESORT FASHIONS

JANUARY 14, 1946

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The first time you take the wheel of a Nash "600" . . . you'll know how it feels to drive *Tomorrow's* automobile.

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They're today's best tires for your car

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take no sugar... no shortening!



**ANOTHER MAGIC RECIPE!
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Magic Recipe for Molasses Brownies

- 1½ cups (15-oz. can) Eagle Brand Sweetened Condensed Milk
- Dash of salt
- ½ cup molasses
- 2 cups graham cracker crumbs
- 1 cup chopped nut meats
- ½ teaspoon vanilla

Mix Eagle Brand Sweetened Condensed Milk, salt, molasses, graham cracker crumbs, nut meats, and vanilla. Blend thoroughly. Spread mixture in 8x12-inch pan greased and lined with waxed paper. Garnish as desired. Bake in moderate oven (350° F.) 15 minutes or until set. Turn from pan and remove paper at once. Cool, cut into squares. Makes about 24 brownies.

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Every Magic Recipe is planned and tested to give you perfect results... with a minimum of fuss and trouble! Every recipe is built around Eagle Brand, the original Sweetened Condensed Milk, made to meet Borden's high-quality standards. It's a creamy-rich blend of the purest whole milk, and sugar.

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LIFE'S REPORTS

LETTERS TO MACARTHUR

Japs ask him favors and tell their troubles

by RICHARD LAUTERBACH

TOKYO

The people of Japan have never had a ruler who was also a human being. Since Hirohito is a descendant of the gods, it is blasphemy to snap his picture with a box Brownie or write him a fan letter. General Douglas MacArthur is, on the contrary, relatively approachable and accessible to the Japanese people. As a result, hundreds of them stand outside his headquarters at the Dai-Ichi Building daily just to see him stride from the door to his five-starred limousine. And approximately a thousand more write him personal letters every month.

Although these Japanese letter writers are convinced that MacArthur is human, they are careful not to offend their new ruler's vanity. The general is often addressed as "The Highest Commander of Them All" or, simply, "Your Highness." One correspondent categorically calls MacArthur "the greatest man in the world" and another urges him to "bring your family to Japan and become our president." Very few use the direct approach of Farmer Yamamoto who prefaced a request for rice seeds with the salutation, "My dear Mack, Arthur."

The most popular subject in MacArthur's mail, besides the general himself, is the occupation. Opinions are nearly all favorable. One MacArthur partisan pledges that "when America fight with any other country every young people of Japan naturally stand and join American army as volunteers." Another pro-American urges a permanent occupation by the U.S. A deaf-and-dumb boy who wanted to become a U.S. citizen assured the general, "I have absolute no Japanese spirit. I am yankeefied."

About two thirds of MacArthur's mail is in English. The other third keeps a special staff of translators busy. Letters in Japanese frequently arrive on heavy paper scrolls which, when unwound, measure ten yards. Translators, all Nisei, put everything into English. Once they translated an entire Japanese religious play before a superior officer realized it wasn't another ode to MacArthur.

In the past weeks more and more writers have begun to offer

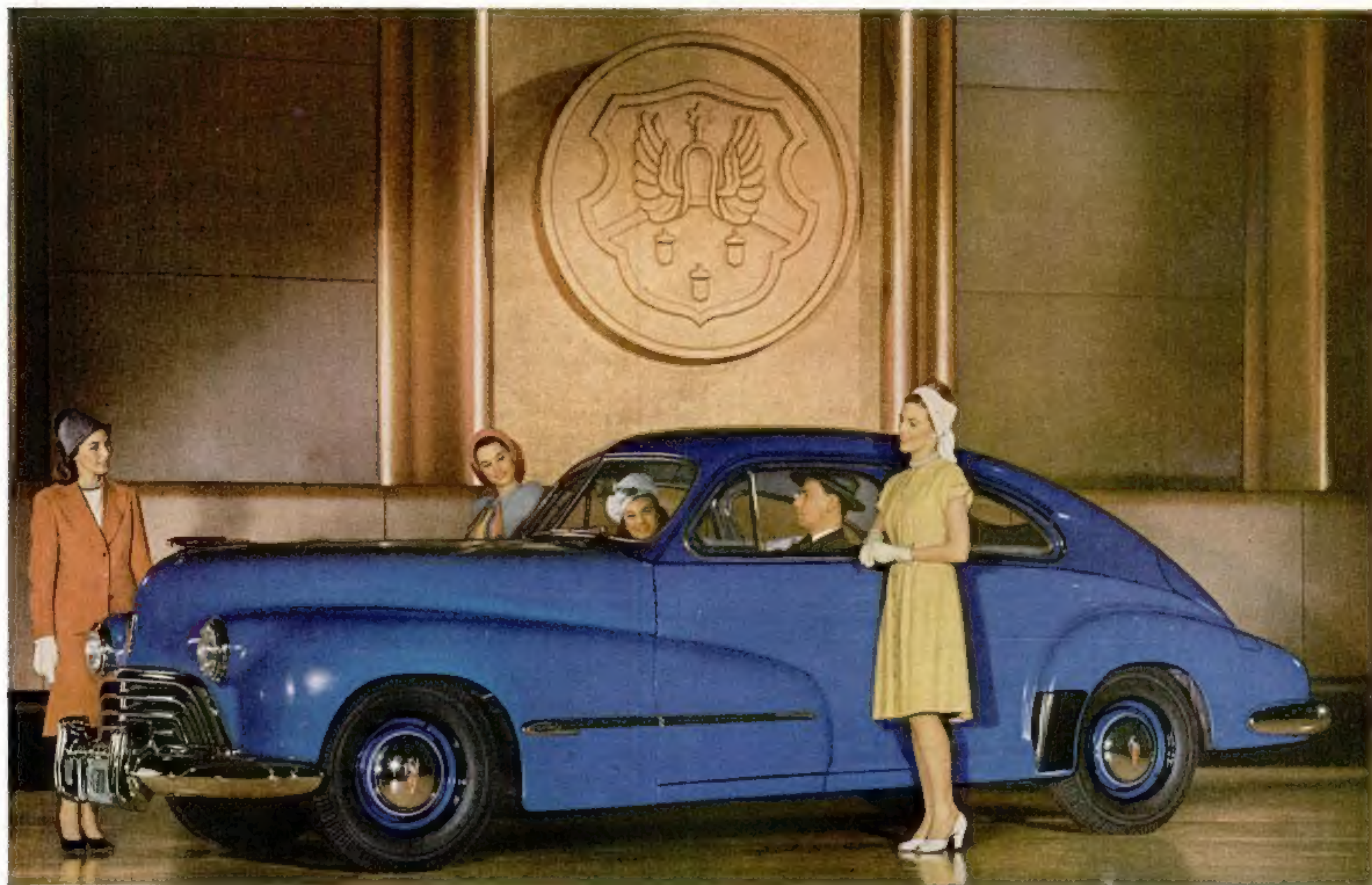
CONTINUED ON PAGE 7



MACARTHUR'S DAILY EXIT FROM HEADQUARTERS IS A BIG TOKYO EVENT



THE BRAND NEW CAR WITH THE GRAND OLD NAME



THE 1946 OLDSMOBILE is refreshingly *new* in every sense of the word. But the *name* and the *reputation* behind this fine new automobile are the *oldest* in the industry.

To owners everywhere, the Oldsmobile name has stood for honest quality ever since the earliest days of motoring. And Oldsmobile has earned an enviable reputation throughout the years, not only as a style leader, but also as the pioneer of important automobile developments. Oldsmobile leadership in 1946 introduces a distinctive new note in motor car styling, with clean "tailored" lines and new tastefully appointed interiors. The new Oldsmobile is a *smoother* car, with finer and livelier Fire-Power Engines. It introduces many impor-

tant new long-life features throughout body and chassis. And in the new and finer Hydra-Matic Drive, Oldsmobile offers General Motors' supreme contribution to motor car performance and handling ease.

With Hydra-Matic Drive, gear shifting is automatic through all four forward speeds. There is no clutch pushing either—there isn't any clutch pedal in the car. To go, you simply step on the accelerator. To stop, you just step on the brake. Driving is as simple as that. And this *modern* drive has been thoroughly proved, in billions of miles of owner operation, and in thousands of Army tanks and other combat vehicles. Try driving "the car without a clutch pedal" at your Oldsmobile dealer's.

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A CLUTCH PEDAL



OLDSMOBILE

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I'VE BOOSTED BOMBERS
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I Start Cold Cars in a FLASH!"



IMPORTANT WINTER NEWS:

The Flying Horsepower you get from New Mobilgas results from the same ingredients that gave the superior Fighting Power to our 100 Octane Aviation Gasoline.



IF YOUR CAR'S mechanically in shape to start—here's the gasoline to start it—warm it up fast—give it peak power performance! . . . NEW Mobilgas!

Here's a great new gasoline containing the same ingredients that gave super quick take-offs to our warplanes in the Arctic—gave them superspeed and power in sub-zero weather . . . famous FLYING HORSEPOWER!

Result of the world's greatest catalytic cracking development program

that supplied the world's mightiest air fleets with the world's finest aviation fuels—Flying Horsepower is yours for winter driving! . . . All the fuel power your car's engine can utilize!

Why fill your tank with anything less? Stop at your nearest Mobilgas dealer's. (You'll like his Friendly Service, too.)

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NEW Mobilgas

GIVES FLYING HORSEPOWER

TUNE IN "INFORMATION PLEASE"—MONDAY EVENINGS, 9:30 E.S.T.—NBC

personal favors to MacArthur and to seek them from him. He is invited to attend a mushroom hunt, a game party or a Japanese Buddhist culture course in Kyoto. Small gifts often arrive with the letters: fruits, nuts, silks, handkerchiefs, ceremonial cakes, hand-made wooden trays. One letter informed the general that he would find a wild boar at the railroad station which the writer had sent as a present. The boar was so huge it filled an army truck. The general graciously dispatched truck and boar to an enlisted men's mess.

But favors asked are far more numerous than favors bestowed. Three French teachers want MacArthur to use his "influence" to obtain a room for them in a Tokyo hotel. A hunter pleads for permission to retain his ancient rifle for rabbit hunting. An author begs official blessing for his projected historical novel.

Aside from over-all approval of the occupation and MacArthur, most letters urge the prosecution of war criminals. Occasionally a special pleader will protest the innocence of the royal family or other nobles, but the overwhelming majority approves war-crime trials. Popular topics for complaint are food and rations (they want more) and Japanese bureaucracy (they want less). Noncomplainers offer varied suggestions: abolish prostitution and birth control; use parachutes for making GI souvenirs; make baseball and Rugby available everywhere; withdraw freedom of speech because Japan is not ready for it; change from left- to right-hand driving.

The men who handle MacArthur's mail pay special attention to letters from women. To them these letters are an indication that the Japs are seriously taking up the directive equalizing women's status in Nipponese life.

One lady letter writer confessed, "General MacArthur, I had no man to appeal to till now. If I had written to the war minister in Japan he would not cast a glance over my letter and it is in vain. The emperor is too high and unapproachable for us. My letter to Him will never be read by Him; His vassals will throw it away under the reason of being too awfully, I know."

"I am very glad to support you and your work in Japan heartily. You are getting the confidence of all Japanese people, not only men but also women. 'Spare the rod and you will spoil child;' now Japan is just a little baby in democratic life, you see."

"Hoping you may keep a complete health, and sending my best love to Mrs. MacArthur. Sincerely yours, Kazuko Karasawa."

As a rule MacArthur's correspondents dash off one letter and call it quits. But two or three correspondents send in letters regularly. One young girl in her 20s already feels on fairly chummy terms with the general although she has never had an answer to her efforts. This is her latest letter: "Did you receive my impolite letter which I wrote you the other day? I am going to write a little about me and then you will know what kind of girl I am. I know that some people make a bad reputation about me, because I appear everywhere and anytime to help American soldiers and officers and I know the cause where does it come from very well. I got money only once when I worked before since I am a free interpreter. . . . I go around where the American soldiers are as much as I can and many American soldiers call me 'mamma'. . . . I am planning to make a soldiers' recreation club where they can have clean fun and I know a gentleman who will give me enough land and money to make it. Many people are looking at me through colored glasses."

At this time it is undecided whether to pass this letter on to civil health and welfare or special services.

The Amazing Case of Dorothy Mullins



February 1945



August 1945

Dorothy Mullins' Measurements			
	Before	After	Change
Height	5'	5' 1 1/2"	+ 1 1/2"
Weight	215 lbs.	128 lbs.	-87 lbs.
Bust	44"	36"	-8"
Waist	37"	28"	-9"
Abdomen	45"	33"	-12"
Hips	49"	35"	-14"

"It is dawning on me that my life's dream is coming true. I can't begin to tell you what a thrill even the little things give me—such as sitting in a chair and not filling it, or having others say, 'There's room for one more, you don't take up much space.' It's as if a new world had opened for me. The experience has made me so happy that never, never can I thank you enough."

IN THE FILES of the DuBarry Success Course are thousands upon thousands of true success stories, but none more remarkable than that of Dorothy Mullins of Danbury, Connecticut.

Dorothy was 34 years old. Only five feet tall, she weighed 215 pounds. Deeply sensitive about her size, she had long been resigned to what she thought was her lot in life. Social affairs were not for her. Evenings she just stayed home with her family.

Several times, but always with lessening hope, Dorothy had tried so-called reducing diets, but none brought results. Then she began to hear about the DuBarry Success Course. She sent for information. The Course could be taken at home—that was important.

Dorothy was advised first of all to go to her doctor, have a thorough physical examination, tell him what she planned to do. With his approval, she started. She lost 8 pounds the first week, 31 pounds in 6 weeks. At first some of the exercises were a little difficult for her because of her size, but soon she was really enjoying them. In six months she went through the Course four times—lost a total of 87 pounds, reduced her bust 8 inches, her waist 9 inches, her abdomen 12, her hips 14. Accustomed to wearing a size 44 dress, she found she could slip into a 14.

In spite of all this weight loss, Dorothy's skin is smooth, her body firm. She has learned to care for her complexion, to arrange her hair becomingly, to use make-up properly. Starting under a great handicap, she has made herself an attractive woman, with a good figure.

But Dorothy Mullins is free not only from the burden of weight, but from a feeling of inferiority. "Gradually," she says,

more, you don't take up much space.' It's as if a new world had opened for me. The experience has made me so happy that never, never can I thank you enough."

Of course, the case of Dorothy Mullins is unusual. Few women need to lose 87 pounds. But her achievement offers convincing proof to countless other women with far less to lose that they need not be overweight. Dorothy Mullins has emphasized what a quarter of a million other women have happily discovered—that the DuBarry Success Course is a plan that really works. It can help you bring your weight to normal, have a figure you're proud of, have a smooth, glowing skin, learn glamorous make-up, look better, feel better, make the most of yourself.

And you can enjoy this plan at home—at a cost so low it will surprise you. You follow the same methods taught by Ann Delafield at the famous Richard Hudnut Salon on Fifth Avenue, New York.

Why not at least find out what this Course can do for you? The coupon will bring you full information.

DuBarry Success Course
ANN DELAFIELD, Directing

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Please send the booklet telling all about the DuBarry Home Success Course.

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January 14, 1946



SUN AND MOON are secondary Eskimo gods. The Moon God is far more powerful than his sister, the Sun Goddess. Originally, according to the legend, they were Eskimo humans. After a quarrel the Moon God began to chase his sun sister. The villagers followed them for a

while but presently the tracks vanished. Ever since, the brother has been pursuing his sister through the skies (*above*). In some Eskimo areas the Moon is thought to travel along with a dog, which is in the form of the Greenland Eskimo's memory of the prehistoric mammoth

(*below*), "the animal with the iron tail," i.e., tusk, that "runs backward". The Moon sometimes lives with two women. One is his wife, the other a woman called The Disemboweler, who capers in front of Eskimo souls on their way to heaven. If they laugh, she eviscerates them.





SPEAKING OF PICTURES . . .

. . . THESE TELL TALES OF THE GODS OF THE ESKIMO

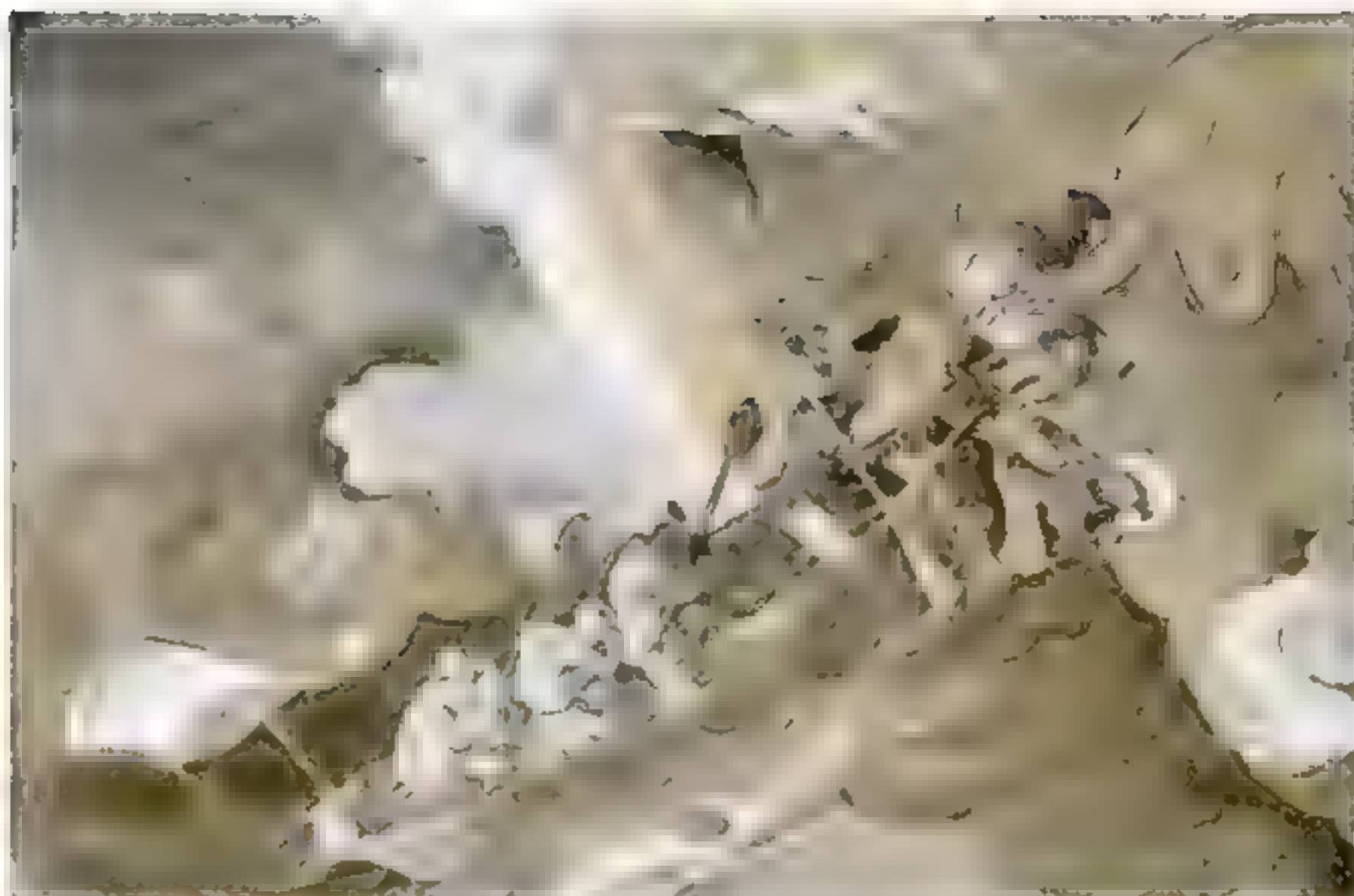
Generally quite unknown are the gods of the Eskimo, that people of 40,000 souls spread across 4,000,000 square miles of snow and ice from Greenland to Siberia. Despite Christianity, the Eskimo have held onto their gods. A Swede, Ossian Elgstroem, who spent two years among them, was the first to try to present in pictures these unparalleled myths. Published in his book, *Men and Wraiths*, in Sweden, some of them are reproduced on these pages.

Since the sea is the Eskimo's chief friend and enemy, the source of seal, whale, walrus, polar bear and icy gales, the chief deity is the dread Sea Woman, Sedna, "the Mighty Woman" or "Ever-carnal One." She sits at the bottom of the sea and the sins of men dirty her hair, which she cannot comb out because her father, when she drowned (see top right), cut off her fingers. The joints of her fingers have become whales and seals while her spirit, as shown in this picture, continues to steer the umiak, or "woman-boat," rowed by her sisters. The dripping of her candle at the bottom of the sea propagates all the animals of the sea and when she is angry at men she holds back the animals and sends bad weather. To placate her an Eskimo shaman or angakok (medicine man) will sit in his hut naked except for boots and mittens and induce a trance in which he goes to the sea goddess to comb out her dirty hair and plead with her to send animals (right center). On his "return" with a gurgling sound from the bottom of the sea, all the Eskimo confess how they have sinfully violated the Eskimo taboos and the Sea Woman's anger is abated.

Secondary deities are the Moon and Sun spirits. But, unlike any other people, the Eskimo give little importance to the sun, which vanishes for a large part of the year. They make the moon a male god, a terrible seducer and "stealer of souls" who sometimes leaves the sky to hunt white whales, narwhals or polar bears. Beneath these gods in the hierarchy are two half-gods, the Air Person, or Lord of the Wind, a healer and guardian who makes the sun set, and the Rain Spirit (see bottom right), sometimes a woman called Asiaq. In substance, these myths are told from Siberia to Greenland, though they vary in detail from one locality to another.

The other world of the Eskimo is one of the most crowded of all spirit worlds. It is inhabited by all the spirits of the dead, by the spirits of rocks and kayaks and clouds, by many hobgoblins, sprites and foot-high dwarfs and by long-haired semihuman spirits called Tornait, headed by The Great Tungak, the spirit of a father who lost his children and hates the living. These spirits are the media by which the medicine men, or angakok, work their magic.

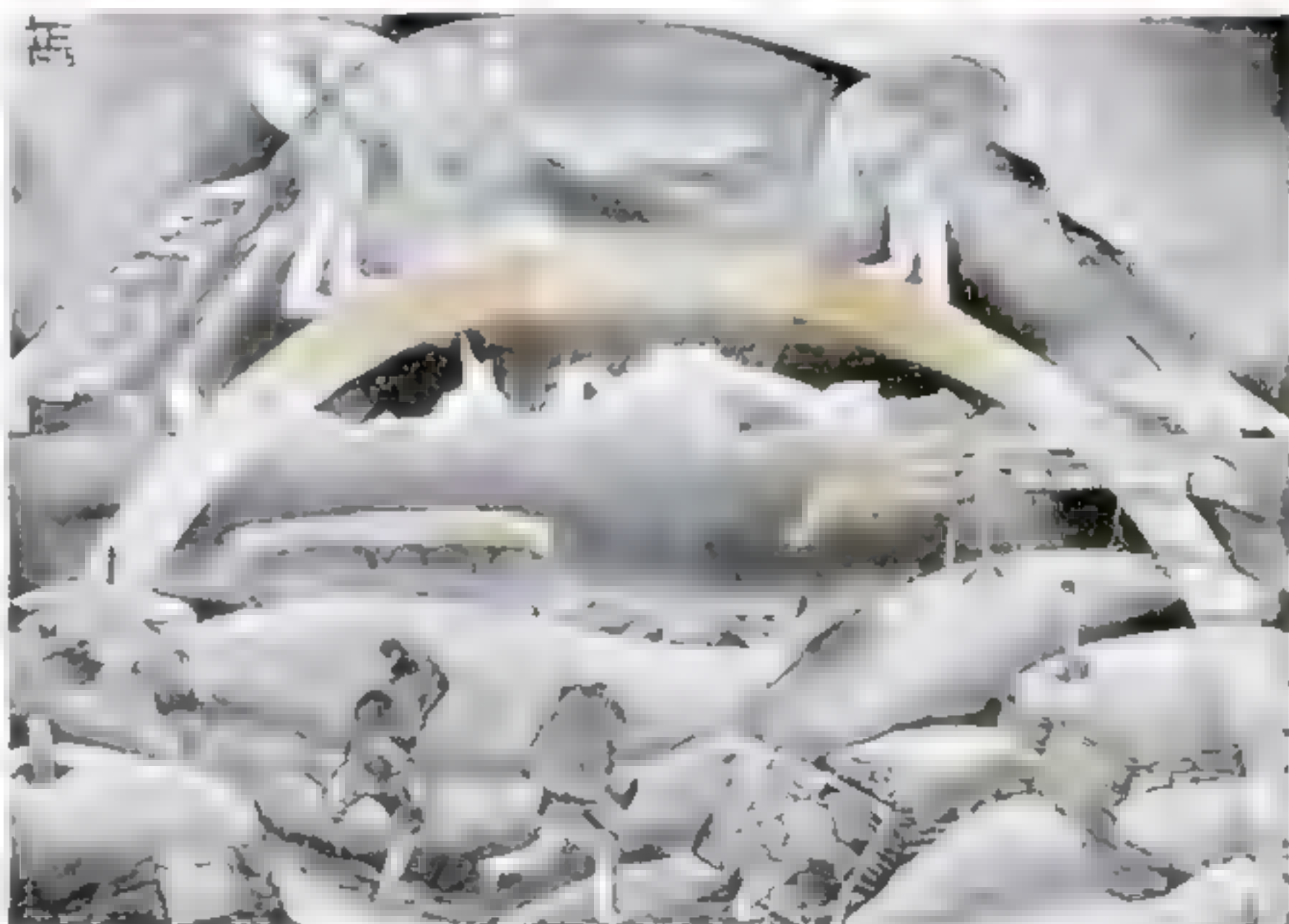
The terror of the myths is explained by the extreme hardship of Eskimos' life, despite which they are considered in their native state the healthiest and happiest people in the world. They have no chiefs, police or prisons. Their language is so complex that few white men have ever tried to learn it. It has 10,000 essential words. Their taboos are innumerable. They prohibit the mixing of land and sea game, even the working of caribou skins on the ice, the gnawing of bones by dogs, the use of iron, the liberties of pregnant women and pubescent girls and all work after a local death. They do not prohibit adultery, which is acceptable as long as it is not clandestine. Murder, punishable by the victim's next of kin, is far less serious than breaking a taboo. The only two punishments for crimes and sins are social ostracism or death.



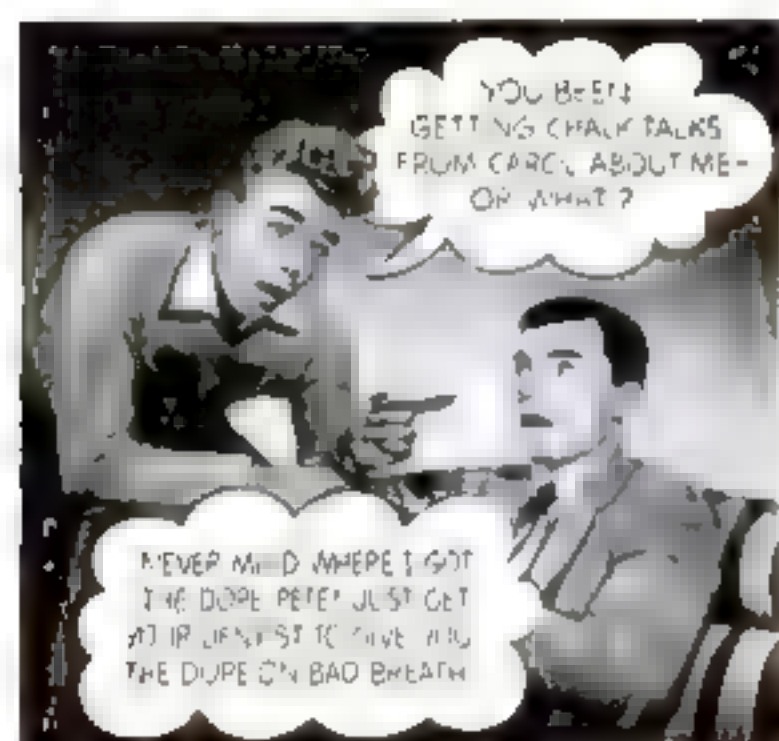
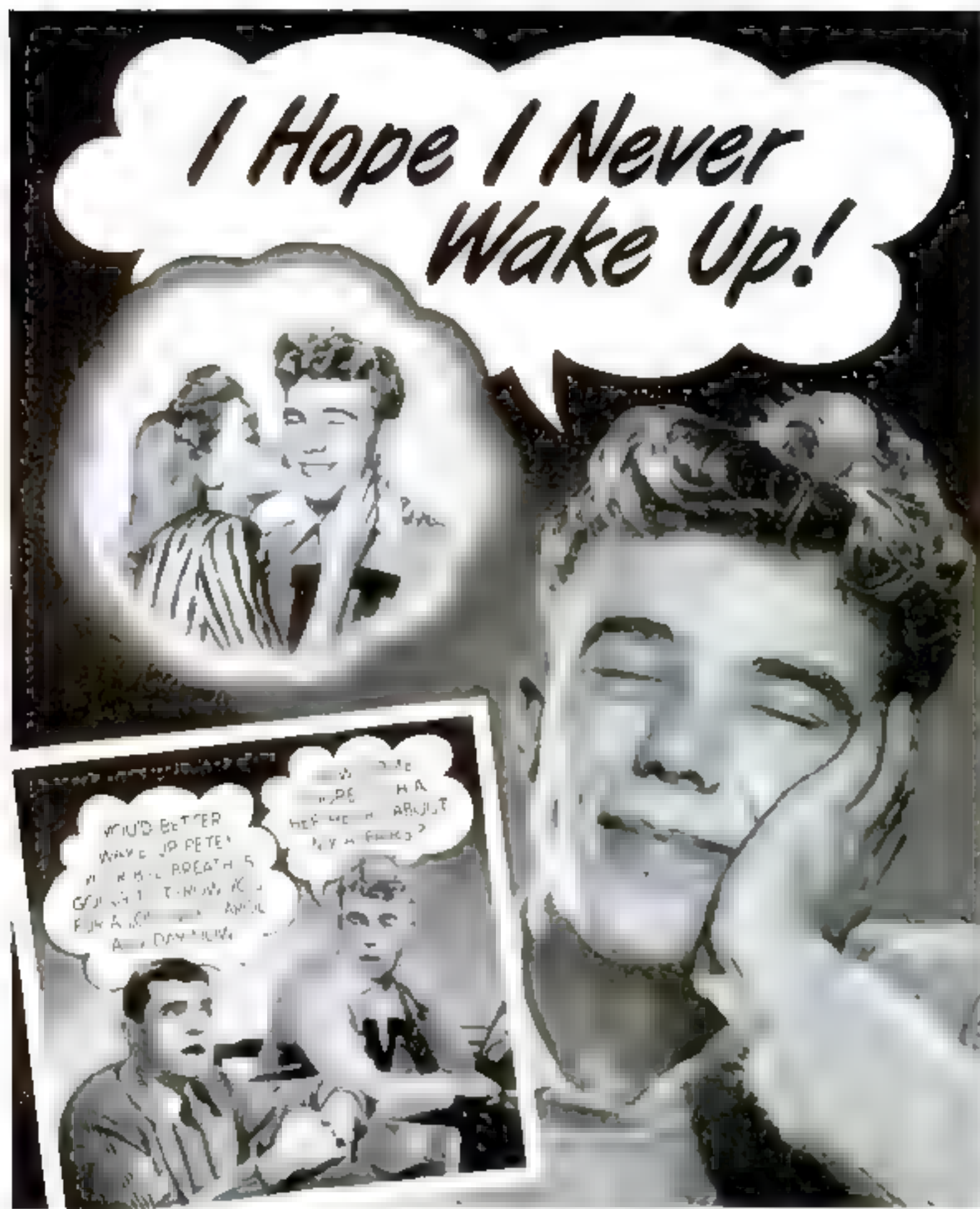
THE SEA WOMAN began as a human girl escaping with her father from her animal husband. When the animal draws close, the father throws her overboard. She holds on. He cuts off her fingers.



A MEDICINE MAN on trip to Sea Woman, Sedna, is led by his familiar spirit, Tornak, in empty coat, across narrow edge of whirling wheel of ice. He must persuade Sedna to release fish and game.



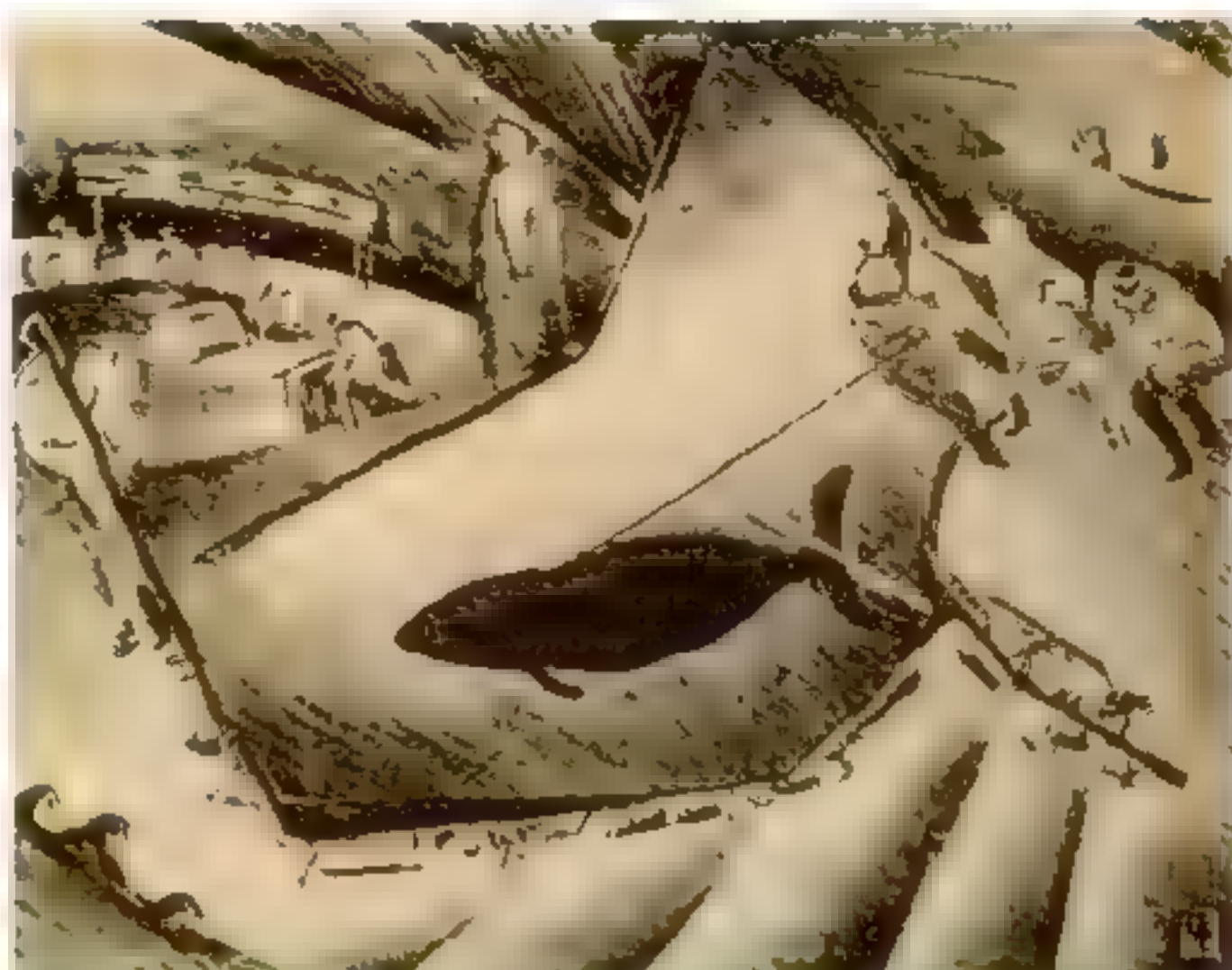
THE RAIN GOD is an old man who wets his bed. Standing on the rainbow, his wife and daughter shake out his blanket. Notice the running women, the igloo of wood and earth, long "woman boats."



Tune In! KAY KYSER Wednesday Night—NBC Network

SPEAKING OF PICTURES

CONTINUED



BLINDED SON'S MOTHER IS DROWNED BY WHALE

ESKIMO WINTER TALES ARE LONG AND BLOODY

The great tales of the Eskimo, told "when the great darkness descends upon us and many hidden things are revealed," are filled with murder, lust and supernatural terror. The son in the picture above, for example, had been blinded by his own mother by witchcraft and her death was his revenge, but afterward his hair turned white.

With so much time to kill in the long, dark winters, the Eskimo storyteller is most highly acclaimed when he puts his happy hearers to sleep. He fills his story with grim, realistic and interminable detail as well as such poetic fancies as that when the spirits of the dead play ball they make the aurora borealis. The characters are often married to dogs or petrels or polar bears. The countless stories are always dressed in familiar detail so that they sound very factual and local.



A FATHER FINDS HIS MURDERED, SPITTED SON

FRANCES LANGFORD, glamorous singing star of the Bob Hope Show, Tuesday nights over NBC.

With Radio by General Electric—you hear the tones in all their "natural color" and beauty.



"Amazing," they say—this great new radio's natural color tone

FOR SHEER beauty—beauty of tone and beauty of cabinet—you've never heard or seen such radios or radio-phonographs as the new General Electrics.

For the First Time—"Natural Color" Tone

With this new radio, for the first time you'll hear your favorite programs in the lifelike beauty of General Electric "natural color" tone. Base notes have a new richness—the middle register a new warmth—delicate high tones and overtones a new purity and brilliance. You'll hear the artists with such vividness—such realism—it almost seems that they stand within the very room, playing for you in person.

On these great instruments you'll hear the full beauty of recorded music as you never heard it before. Every note is recreated with matchless clarity by the new G-E Electronic Reproducer. No matter how low you turn the volume, neither surface nor needle noise intrudes to mar the glorious purity of tone.

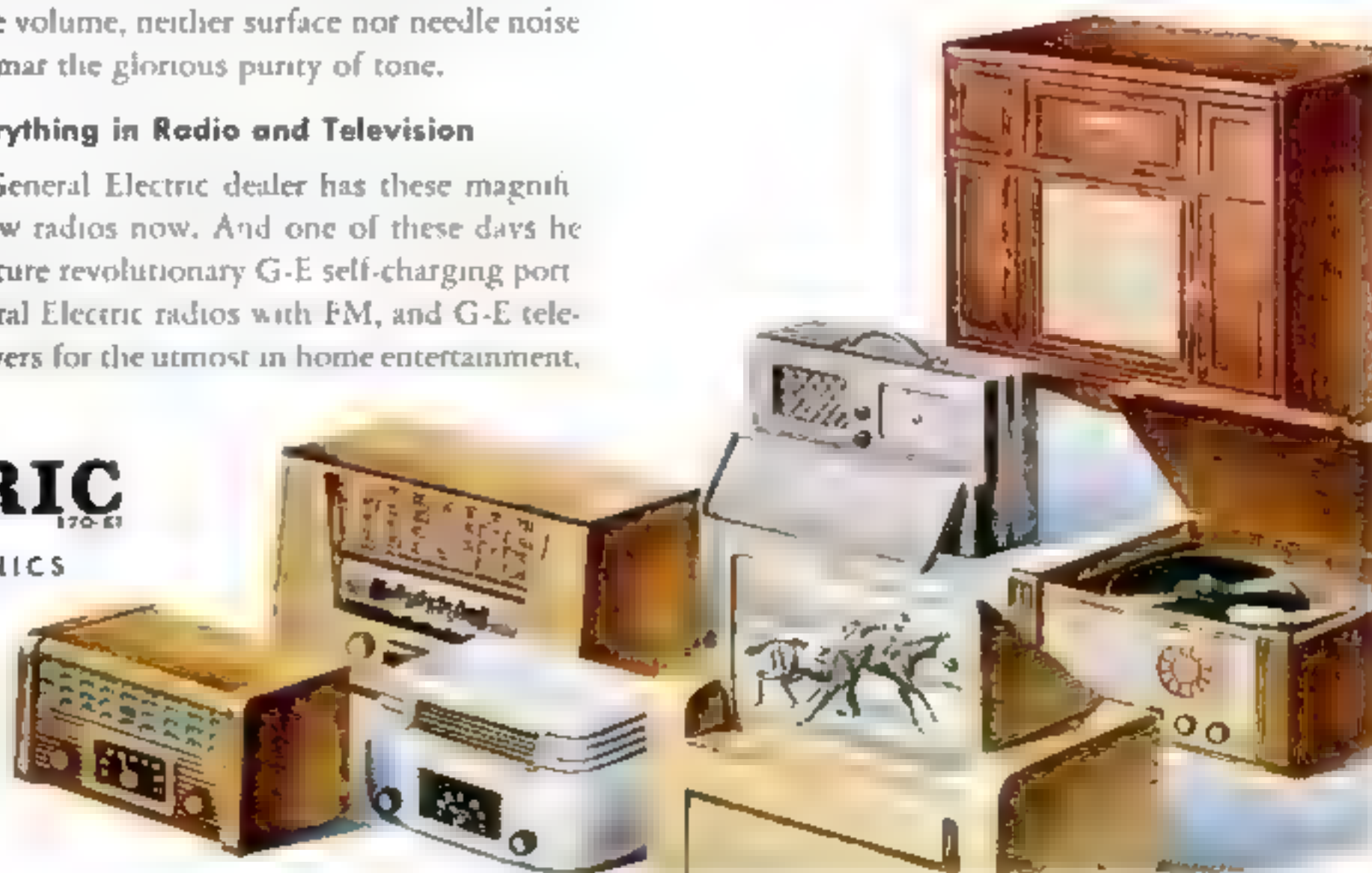
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Your General Electric dealer has these magnificent new radios now. And one of these days he also will feature revolutionary G-E self-charging portables, General Electric radios with FM, and G-E television receivers for the utmost in home entertainment.

GENERAL  ELECTRIC

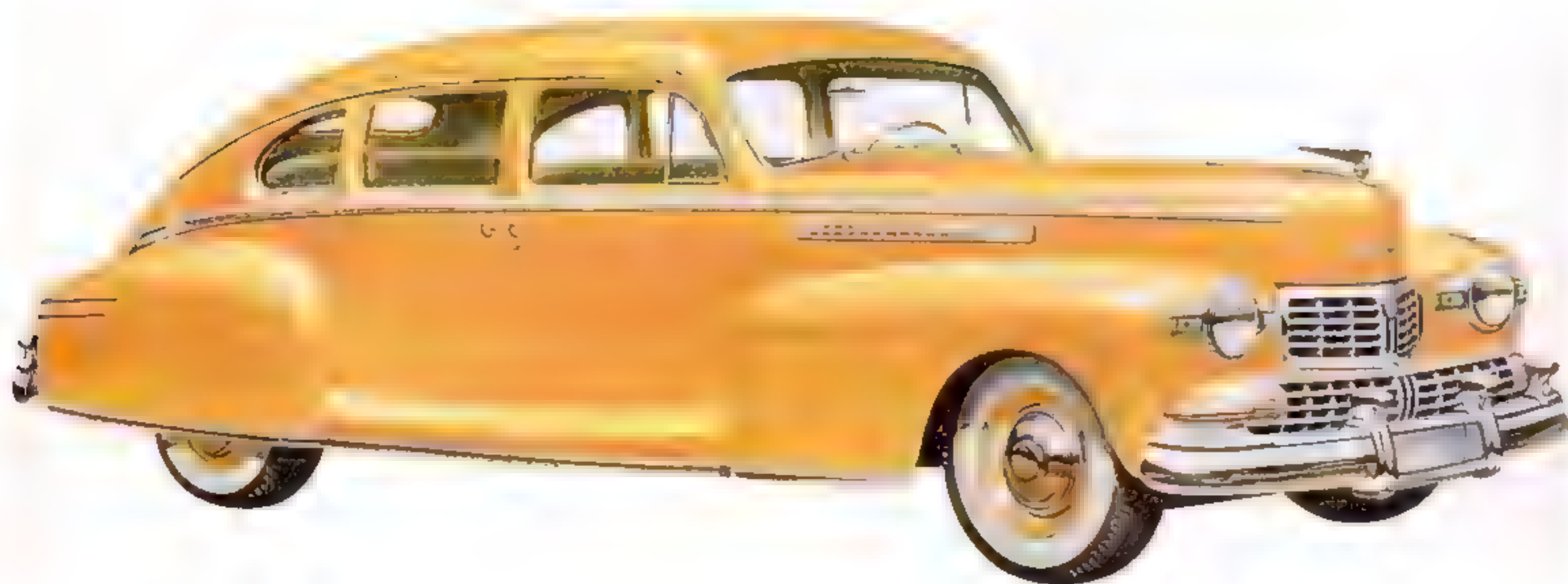
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LETTERS TO THE EDITORS

CHRISTMAS ART

Sirs:

Magnificent is the word for your Christmas cover design (LIFE, Dec. 24) and the other color photographs taken in the Medici-Riccardi Palace at Florence by Fernand Bourges. I feel that you achieved something of an artistic triumph in reproducing these glorious treasures.

What a relief to view priceless masterpieces painted 500 years ago, after having for months waded through pictures revealing the filth, futility and horror of modern "scientific" warfare. . . .

J. E. WILLIAMS

Los Angeles, Calif.

Sirs:

Nothing that has ever before appeared in your magazine has given me the pleasure that was afforded me by these truly magnificent color photographs. Your photographer, Fernand Bourges, deserves extreme praise for the work he has done in overcoming what have for so long appeared to be insurmountable difficulties.

That small jewellike chapel has seemed to me of particular beauty and interest from the time I first saw it, and I recently discussed it with a returned soldier who had been equally impressed. When in Florence I had tried in vain to get colored reproductions of all the walls. This has been a real Christmas present to me. . .

MARTHA MILNER BENEDICT

Birmingham, Ala.

● The task of photographing the frescoes posed a tremendous technical problem for LIFE's Fernand Bourges, but it also presented some difficulties for the citizens of Florence. To supply his 4,000-watt bulbs, Bourges had to tap the city's main electric line, thereby dimming every light in town. For two months he tied up all the photographic-laboratory facilities and some of the transportation facilities in Florence. He also managed to keep the museum closed to all except the British army, which kept right on sending parties of soldiers to the chapel to look at the frescoes and listen to solemn, usually misinformed lectures on Gozzoli. Though Allied servicemen were considerably surprised at Bourges's elaborate arrangements, the Italians took it all with calm shakes of the head and remarks about "those Americans." One who went a bit further was the English born mother of Bourges's assistant, who wrote a 14-canto poem, *The Saga of Mr. Bourges, Benozzo and the Frescoes*. After detailing every step in the project, she finished with an imaginary parting in which Artist Benozzo Gozzoli (1420-1498) saluted Photographer Bourges thus:

*Goodby, Fred, and thanks a lot.
That's a wondrous thing you've got...
We old people have to stay
While you young ones fly away.
But, though far apart in age,
We shall meet upon LIFE's page....
Centuries have come and gone;
Time fades out but LIFE goes on.*

Sirs:

It is impossible for me to express adequately my pleasure in seeing

these Gozzoli frescoes. . . . I wonder if, when paper stock is obtainable again, you would consider printing the entire set so that it would be suitable for framing. . . .

ELIZABETH KELSEY

Buffalo, N.Y.

● A few reproductions of the Gozzoli frescoes are available. Readers should send requests with 10¢ mailing charge to Department E, LIFE, 9 Rockefeller Plaza, New York 20, N. Y. Supply is limited. —ED.

FOSDICK ON CHRISTMAS

Sirs:

I have read and just filed Dr. Foadick's article on Christmas (LIFE, Dec. 24), which I thought was magnificent. It is the clearest, completest and best-balanced statement on Jesus I have ever read. . . .

CHARLES R. BELL JR.

Pastor

First Baptist Church
Madison, Wis.

Sirs:

Through the ages anti-Semitism has martyred countless innocents. . . . Through the centuries the Church has, wittingly and unwittingly, helped to nurture hate for the Jew, the "Wandering Jew," the "Christ Killer."

It is with profound gratification that we can read the enlightened view expressed by Dr. Foadick. His indictment of Pilate and the relatively small Sadducean clique as the Quislings and Lavalas of that day is borne out by a fair, unprejudiced and deep study of the Gospels and of the limited current literature. . . .

S. B. EHRENNICH

Hornell, N.Y.

HUNGRY CHRISTMAS

Sirs:

We are all apt to write our criticisms or objections to magazine and newspaper editors but far less likely to express appreciation and give praise for something we enjoy and approve.

The editorial "Hungry Christmas" (LIFE, Dec. 24) was one of the finest things I have read. In fact the whole Christmas number of LIFE expressed the deep and abiding meaning of that day. . . .

GLADYS WALSER

New York, N.Y.

Sirs:

That's an extraordinarily inspiring editorial in this week's LIFE. So inspiring in fact, that both LIFE and LIFE's friends ought to do something about it.

Two things are needed to bring quick relief to the starving people of Europe: 1) money and 2) the means to apply the money as quickly and as effectively as possible where it is most needed.

Theoretically there is no reason why LIFE subscribers can't make out their contributions to agencies like the Red Cross or Yugoslav Relief or the Friends' society. But the hard fact is that not enough of them do. Perhaps the reason is that most people have had little direct contact with these organizations.

However, LIFE's subscribers and LIFE's readers have a warm feeling toward LIFE. They believe in LIFE. If, therefore, LIFE now offered itself

A Rousing Drama of Romance and Excitement

Men and women who made our nation great... here's their stirring story... vital, true, gripping... brought to life by a magnificent cast of stars...

DAKOTA

JOHN WAYNE

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featuring WARD BOND • GINA MURSON • HUGO HAAS

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A REPUBLIC PICTURE

CONTINUED ON NEXT PAGE

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Hearing Aid if...*



**... if you are in the habit
of favoring your "good ear"**



ONLY \$89.50

with separate battery case
and batteries. Molded ear-
piece or bone conduction
receiver extra.

... if people always seem to be mumbling
behind your back ... if you think people don't
talk as clearly as they used to ... if you find
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conversation.

These warning symptoms shouldn't be
ignored. Consult your doctor. If you need a
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can do to help correct hearing loss. Engineered
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"Full Color" hearing—more of the tones and
overtones that give natural brilliance and
color for more realistic speech and sound.

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to full color
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tells what modern science can do to help me hear better.

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LETTERS TO THE EDITORS

CONTINUED

as a channel to bring relief to the suffering millions of Europe, an untold amount of good might be done immediately.

Enclosed is a check for \$1,000. I hope that you will use it in forming an organization that might be called LIFE's Hunger Relief Organization.

RICHARD L. SIMON
President

Simon & Schuster
New York, N. Y.

● While LIFE appreciates Reader Simon's letter, it has written him that LIFE does not feel that it should set itself up as an additional money raiser for foreign-relief activities. But there are certain relief agencies which LIFE can recommend to Mr. Simon and to other LIFE readers who would like to take direct, individual action to help the people of war-ravaged Europe. These are the agencies which met the standards of the National War Fund and have been the beneficiaries of its drives. This year the National War Fund failed to meet its quota by \$20,000,000, so that these foreign relief agencies have accordingly failed to secure the money they need to do their job. The agencies are:

- American Relief for Czechoslovakia
- American Relief for France
- American Relief for Holland
- American Relief for Italy
- American Relief for Norway
- Belgian War Relief Society
- Friends of Luxembourg
- Greek War Relief Association
- Polish War Relief
- Refugee Relief Trustees
- United Lithuanian Relief Fund
- U. S. Committee for Care of European Children
- United Yugoslav Relief Fund
- Philippine War Relief
- United China Relief

Also included in the National War Fund drive were the USO and other services for our armed forces.

Mr. Simon and other LIFE readers can contribute directly to the National War Fund, which will distribute their contributions over all these agencies, or they can send their checks to one or more of the individual agencies included in the National War Fund list. LIFE will be glad to forward checks to the National War Fund or to any specified agency.

Letters should be addressed to LIFE, Editorial Department, 9 Rockefeller Plaza, New York 20, N. Y.—ED.

MINKS FOR DOGS

Sirs:

I can't help but boil inside when I see things like mink coats on dogs (LIFE, Dec. 24). In the face of all the grief and hardship in the world...

BARBARA JEAN HARDING
Princeton, N. J.

Sirs:

Now, Duchess, be reasonable. Didn't I get
You a gem-studded collar and harness, my pet?

A monogrammed blanket in mandarin red,
And a chromium-plated upholstery bed?

Still sulking? That does it. I'll change you, I think,
For a housebroken, sensible Labrador mink
They come quite content with the coats on their backs.
And thank what I'd save, plus the federal tax!

ALMA DENNY

New York, N. Y.

"HUNTERS"

Sirs:

What is sportsmanship coming to in our fair land? I would like to see LIFE's Alabama "hunters" (Dec. 24 issue) on a real "still hunt" in the Adirondacks. No special tracks for autos, no beaters, no dogs, no comfortable trail watches, no boys to snake a 200-pound buck over several miles of rugged country and no outdoor buffets. Just the matching of wits with a smart animal that deserves a sporting chance.

A great big phooey to the Alabama snopes!

CHARLES KIRCHNER JR.

Hartford, Conn.

CYCLOTRONS

Sirs:

I sincerely appreciate your story and pictures on cyclotron smashing in Japan (LIFE, Dec. 24).

Here on the Army post at Los Alamos, N. Mex., where the atomic bombs were built, I have come to have the opinion that the Army did a good job of procurement of materials and equipment for building the bombs, but that the Army has no appreciation of the value and place of science in warfare today.

... Your article shows that in the top brackets of the War Department, the same scientific incompetence exists...

ALLEN BARTLETT

Santa Fe, N. Mex.

Sirs:

I am tired of people shouting, "Hats off! The flag of science is passing by." The Association of Oak Ridge Scientists referred to the Army's destruction of Japanese cyclotrons as "a crime against mankind." There are no American neutrons or positrons, and the Japanese variety does not differ from ours. It is the physicists who play with them who make the difference to our peace of mind.

... It would not be possible to limit the use of Japanese cyclotrons to scientific research. It is just as possible to put a sample of metal under a cyclotron as one of cancer tissues.

In short, General MacArthur was completely correct in destroying the Japanese cyclotrons, just as Secretary Ickes was correct in refusing the Nazis helium. If we wish to occupy Japan and Germany for a hundred years and keep a million men there who all act with transcendental political acumen, only then may we mold Japanese and German cultures to which we can trust the cyclotron, or aviation, or heavy industry for that matter.

ANDREW SALTER
Psychologist

New York, N. Y.



Dear Boss: The girls wish me to say...

Frankly, Boss, we think you're tops!

This is a vote of thanks from *all* of us . . . for keeping the promise you made during the war. For buying us beautiful new Royal Typewriters now that they're back again! You won't be sorry for a minute, Boss!

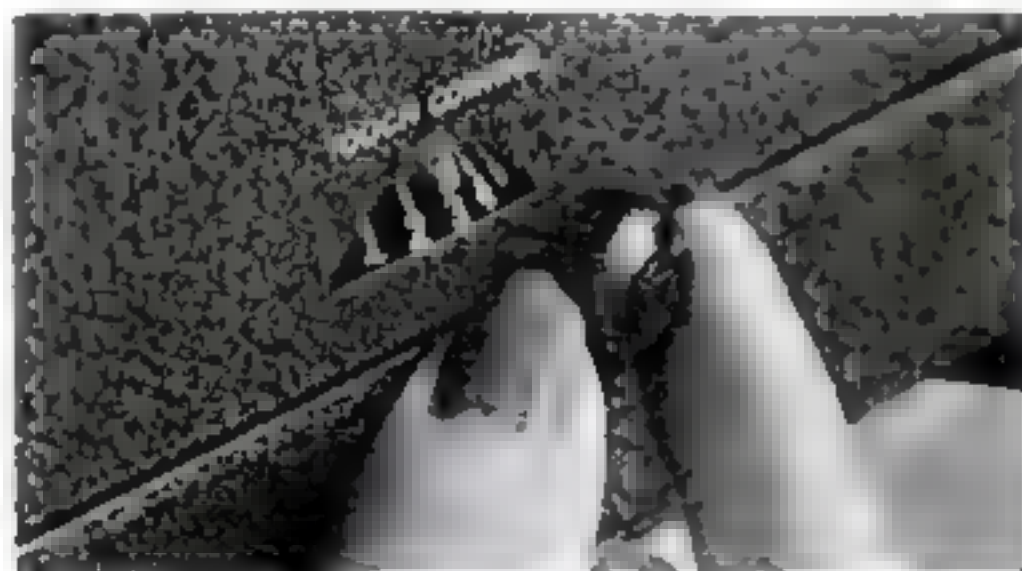
Maybe, the way you look at it, a typewriter is just a big hunk of

machinery that paper goes into and finished work comes out of.

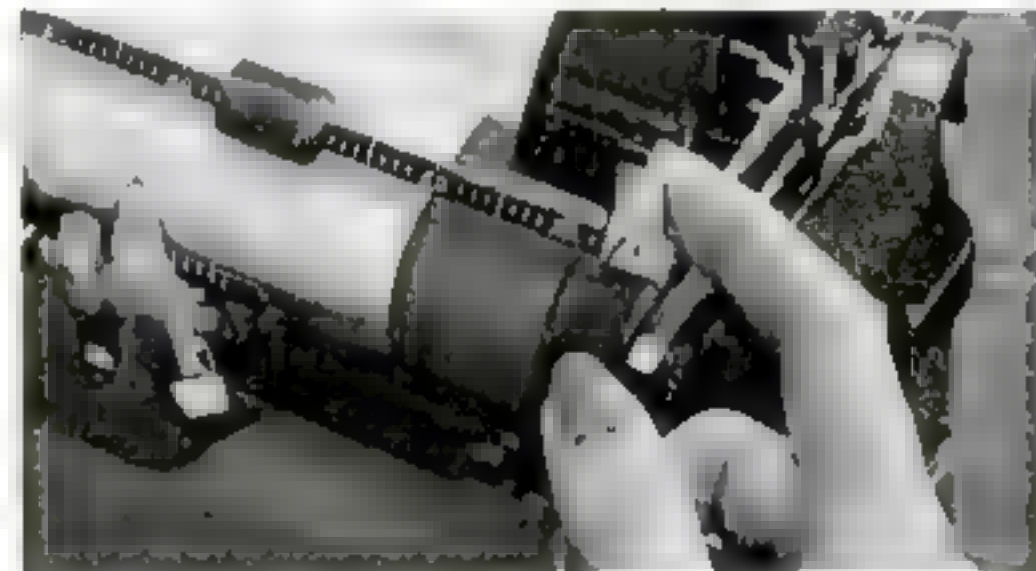
Boss, you'd think different, if *you* used a typewriter all day. You'd learn that it could be a pest . . . or a pal. And *what* a pal a Royal is! Lets us do better work . . . easier and faster. Takes the drudgery out of the day's occupation. Leaves us with plenty of the old zing left at 5 P.M.!



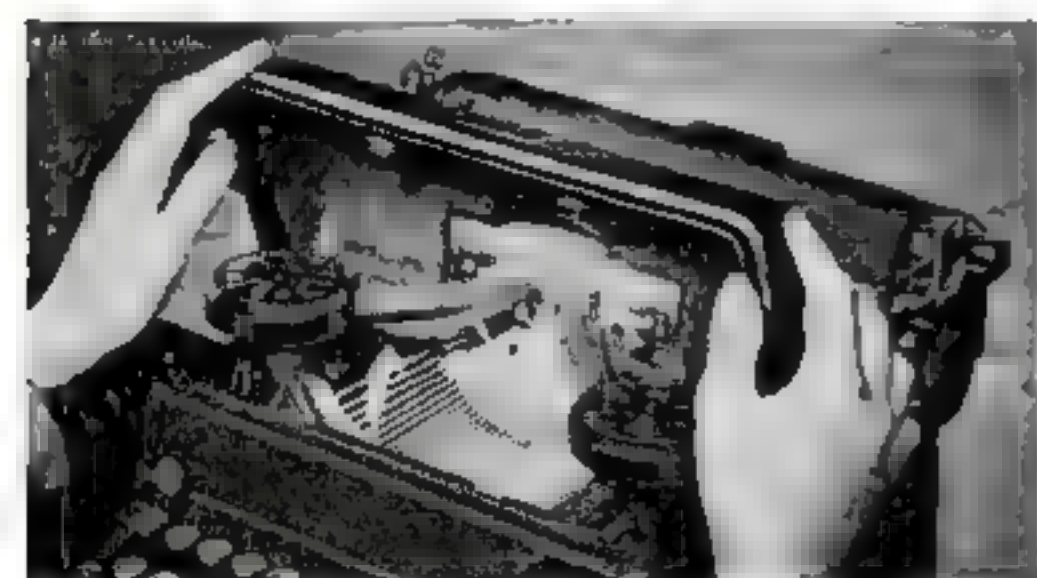
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An even brighter idea, says Eddie, and one that should be in everybody's bathroom, is Calox Tooth Powder for cleansing and polishing teeth. Calox contains five different ingredients to help remove all kinds of surface stains and bring out all the natural lustre of teeth. No wonder it's the personal dentifrice of many famous movie stars!



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CALOX
gives your smile
Breath-less
Beauty



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LIFE'S COVER

Rita Daigle, shown in Bermuda modeling a playmate for the story on southern resort fashions (pp. 78-88), is making her second appearance on LIFE's cover. The other: Nov. 19, 1945. She thus joins such two-time appearances as Fred Astaire, Eisenhower, Queen Elizabeth, MacArthur and Lena Turner. She trails three-times: Ginger Rogers, Rita Hayworth, Kay Aldridge, Franklin D. Roosevelt, Winston Churchill. Statues of Liberty. No one has appeared four times.

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"Imagine, smooth-finish Wunderhose,

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perfect fit and longer wear, too.

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my youngest adores. Sure, we

all own a few pairs, because

Wunderhose anklets come in sizes

to fit me as well as the younger

girls—even baby sister.

"It's certainly a relief to know I can buy good

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First course is as wonderful-tasting as it is wonderful-looking — Lipton's Noodle Soup. Rich and chickeny-tasting—with the homemade goodness of the soup grandma simmered for hours in her own soup kettle. Lipton's tastes just like *real, old-fashioned* noodle soup with oodles of tender egg noodles in its golden, parsley-flecked broth.

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Sautéed Chicken Livers*
Fluffy Rice New Prins
Avocado and Orange Salad
Lipton Tea Chocolate Peppermint Cake

**Sautéed Chicken Livers.* As glamorous as glorious as your first course of Lipton's! Sprinkle 2 lbs. chicken livers with flour seasoned with salt and pepper. Sauté in hot fat (butter preferred) until nicely browned. Remove from pan. Keep hot. Brown ½ teaspoon livers chopped onion in pan. Add 2 tbs. sherry, 1 cup water and ½ tsp. Worcestershire sauce gradually, cook stirring until slightly thickened. Season to taste. Add livers and reheat. Do not boil. Serve hot on rice. Serves 4 to 6. Put Lipton's on your grocery list today. It'll add glamour to any meal!



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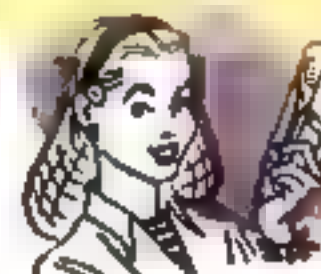
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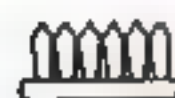
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Straight plane, a brush head shape that is preferred by many dentists.



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Best

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CONTENTS

THE WEEK'S EVENTS

- Canada Mines Uranium in Arctic. 21
- Editorial: Should the Army and Navy Be Merged? 28
- Patton's Dog Waits to Come Home. 29
- Stamford Unions Stage Small General Strike 30
- LaGuardia Leaves City Hall. 32
- Child of Divorce Fights for Mother. 34
- China's Children Shift for Themselves. 39

ARTICLE

- Backstage at the Met, by Winthrop Sargeant. 51

CLOSE-UP

- William Benton, by Milton Mayer. 94

PHOTOGRAPHIC ESSAY

- Southern Resort Fashions. 79
- Photographs for LIFE by Philippe Halsman

EDUCATION

- Army University in Biarritz. 45

SPORTS

- Princeton Trains Promising Diver. 63

THEATER

- "Pygmalion". 67

SCIENCE

- The Great Electro-Mechanical Brain. 73

MODERN LIVING

- Indestructible Room. 91

NATURAL HISTORY

- Birth of a Scorpion. 108

OTHER DEPARTMENTS

- LIFE's Reports: Letters to MacArthur, by Richard Lauterbach. 4
- Speaking of Pictures: Artist Depicts Stories of Eskimo Gods. 8
- Letters to the Editors. 13
- LIFE Goes to a Debut in Washington. 112
- Miscellany: Truman in Wax. 118

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LIFE'S PICTURES

LIFE's Fritz Goro has traced the atomic bomb from the site of its first test in New Mexico to the Canadian uranium mine, its raw-material source. At the 800-foot level of the Eldorado mine at Great Bear Lake (see pp. 21-27) Goro sentimentally placed a piece of fused sand he had picked up from the New Mexico crater. To make the Eldorado pictures, Goro flew 3,300 miles, endured temperatures of 40° below zero, used special winterized camera equipment.

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31—YALE JOURNAL, etc. bot. rt. A. P.
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79 through 89—PHILIPPE HALSMAN
91, 92, 93—ERIC SCHAAAL
94—HERBERT GERR
95—ACME
98—SAM SHERE
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105, 106—HERBERT GERR
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117—SAM SHERE, etc. C. H. MARIE HANSEN
118, 120—B. S.</p> |
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ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; ©, COPYRIGHT; EXC., EXCEPT; L.T., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; B.S., BLACK STAR; G.H., GRAPHIC HOUSE; INT., INTERNATIONAL

what rose
is this—wearing a look of first-love
radiance? Skin suffused with gentle
warmth—lips charged with red. . .
Could be youth's own magic—but
her skin, her lips, her very air pre-
claim she's learned to "Color-light!"

"color-light" with
YARDLEY
aids to beauty

- "Color-light" your skin—blush-
soft, silken-smooth—with Yardley
"English Complexion" Powder, \$1.
- "Color-light" your lips—with
vibrant Yardley Lipstick, \$1.
- "Color-light" loveliness begins with
a flawless complexion—for it,
Yardley Dry Skin Cleansing
Cream, or extra-rich Yardley
Night Cream, Bath, \$1 and \$2
Prices plus tax



Yardley products for America are created in England and finished in the U. S. A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Ave., Rockefeller Center, New York 20, N. Y.

THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



Should Marriage be "50-50"?

THE ANSWER depends on a definition of what makes a successful marriage . . . what types of personalities are involved . . . of what, actually, is meant by "50-50". And the answer is affected, too, by the beliefs and customs of the times—today most people would agree that an equal sharing of its privileges and obligations makes for the happiest married life.

But there is one partner in marriage who has a separate responsibility, a special obligation—the breadwinner of the family. During his lifetime he provides for his family . . . and through Prudential life insurance he can fulfill this obligation, even into the unknown future. The Prudential has family income policies that provide protection for the policyholder's wife and children, and other

practical policies planned to pay for children's education and anticipated family expenses.

Your Prudential representative will be glad to explain these Prudential policies to you, and to help you plan a life insurance program specially adapted to your needs.

*You will enjoy the Prudential Family Hour—Every Sunday afternoon, CBS
And the Jack Berch Show—Every Afternoon, Mondays through Fridays, ABC*



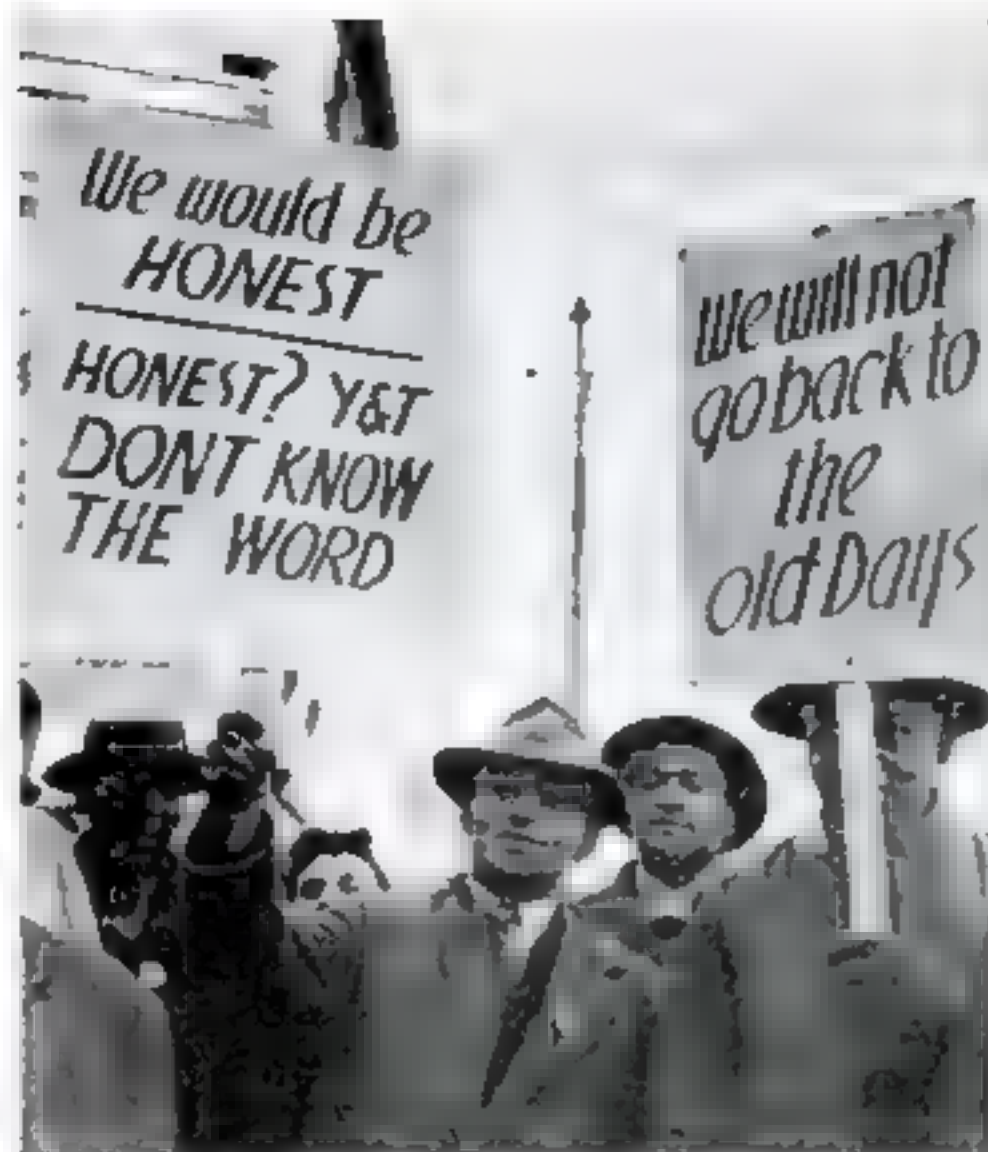
THE PRUDENTIAL
INSURANCE COMPANY OF AMERICA

A mutual life insurance company

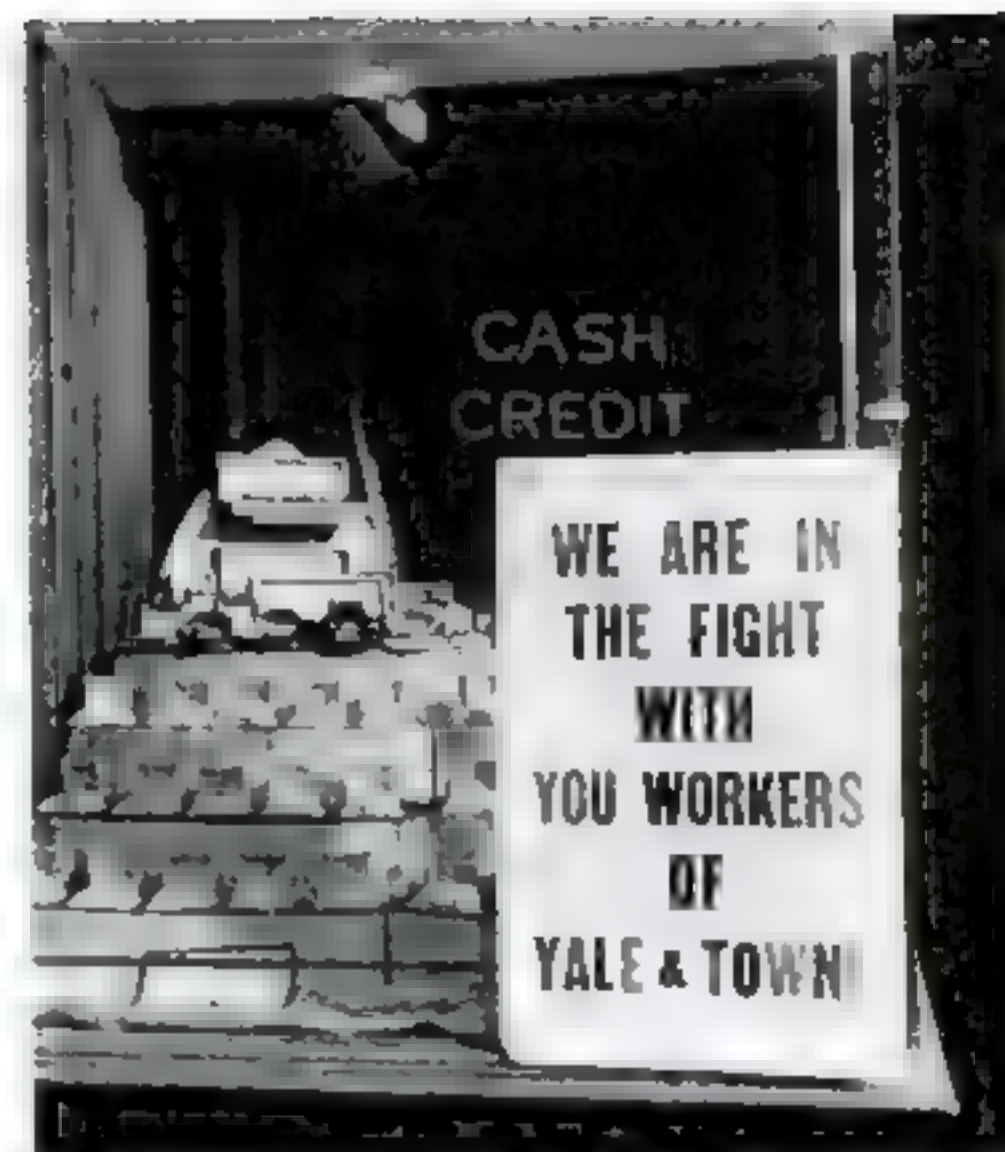
HOME OFFICE: NEWARK, NEW JERSEY



STATE TROOPERS keep order at Yale and Towne, making sure officials get in. Strikers are picketing in back.



SIGNS emblazoned the union claims that before union organization the workers were underpaid, overworked.



PLACARDS distributed by unions appear in the store windows. Chamber of Commerce tried to get them out.

STAMFORD UNIONS STAGE SHORT GENERAL STRIKE

On the flames of labor strife last week President Truman's plea for "fact-finding" and "cooling-off" periods fell like gentle rain, completely ineffective for putting out the fire. Fists and clubs were swung outside the Kearny, N. J. plant of the Western Electric Co. New strikes of national scope involving 2,000,000 workers loomed in the telephone, meat-packing, steel and electrical industries.

Meanwhile a new labor tactic was added to the crisis when something close to the first U. S. general strike since the 1934 San Francisco strike came to the frenetic industrial city of Stamford, Conn. In November 3,000 employees of the Yale and Towne Co., lockmakers, had gone out on strike. For weeks company officials had difficulty getting in and out

of their offices through the picket lines. Some of them even had to spend nights inside the plant. Stamford's mayor, Charles Moore, would do nothing.

Finally, acting under orders of Governor Raymond Baldwin, state troopers cleared a way through the pickets for executives and office workers. To protest this action, which the New York Times called "ordinary law enforcement," and to show sympathy for the strikers, 10,000 unionists and on-lookers last week marched on Town Hall. Strictly speaking, it was not a full-fledged general strike since some stores and plants stayed open and utilities functioned. But for three hours almost all business and industrial activities in the city came to a halt as A. F. L. and C. I. O. factory workers, print-

ers, bakers, musicians, barbers and bartenders sang, cheered, danced and listened to speeches by union leaders. There was even a band sent by Local 626 of the American Federation of Musicians to contribute to the holiday spirit. Everybody had a grand time.

The demonstration succeeded in breaking up a public negotiation session between union and company officials. The session was marked by acrimony on both sides. Not even the appearance of a mysterious William Gaston (*rear in picture at left below*), former husband of Kay Francis and self-styled representative of Secretary of Labor Lewis B. Schwelienbach, could save the situation. Mr. Gaston announced he had a "magic formula" for solving labor disputes. But his magic, whatever it was, did not work.



NEGOTIATIONS MEETING listens to William Ennis, state official. Big man near wall at left with black tie is William Gaston, who had "magic formula" for labor peace.



MAYOR CHARLES E. MOORE stands behind two union officials. He accused Yale and Towne Co. of "intimidating him" for not sending the city police "to crack skulls."



MAYOR LA GUARDIA MUMBLES ADVICE TO HIS SUCCESSOR, WILLIAM O'DWYER. ALTHOUGH NOT A CANDIDATE FOR RE-ELECTION HIMSELF, LA GUARDIA OPPOSED O'DWYER

LA GUARDIA LEAVES

He turns New York over to O'Dwyer, takes jobs as speaker and writer

Every working morning for 12 years New York's bumbling little mayor, Fiorello LaGuardia, tossed his famous oversized black hat on a window sill in his office at City Hall. Last week he tossed it there for the last time as mayor. Entering the office New Year's morning at 10:40, a little later than usual, he took off his hat and coat, solemnly turned over the city government to the new mayor, William O'Dwyer, put his hat and coat back on, waved farewell to City Hall (right) and was gone by 11:40. Thus

an epoch in good government ended for New York.

But LaGuardia had no intention of resigning as custodian of the city's manners and morals. He was free with advice to O'Dwyer (*above*). And, in his new career as a newspaper columnist and commentator on two weekly radio programs, he promised to watch over his successor, give him suggestions on how to run the city. He also planned to write his autobiography. Asked how much money he would get for the book, he answered, "More than it's worth."

LA GUARDIA'S HEADPIECE IS SO BIG IT EARNED HIM THE NICKNAME "THE HAT." RESTING ON HIS OFFICE WINDOW SILL, IT WAS ALWAYS READY FOR A QUICK GETAWAY





ON NEW YEAR'S MORNING FIORELLO LA GUARDIA
WAVES FAREWELL TO NEW YORK'S CITY HALL

CHILD OF DIVORCE

6-year-old girl fights for mother

One of the most appalling aspects of divorce is shown in these photographs. In a Chicago courtroom last week a steel-plant superintendent named Thomas Miller Jr., recently discharged from the Navy, got temporary custody of his blonde daughter Margaret, 6, after charging his wife Julia with misconduct and with deserting the child while she

went to Hollywood. But Margaret had no intention of leaving her mother. When an attendant tried to pick her up Margaret screamed, kicked and fought. It took two husky deputy sheriffs to pry weeping Margaret away from her sobbing mother, turn her over to Father Miller, who watched the hysterical scene leaning against a corridor wall.



MARGARET BATTLES MATRON IN COURT CORRIDOR AS FATHER (LEFT) LOOKS ON



MARGARET STRUGGLES TO REACH OUTSTRETCHED ARMS OF MOTHER (RIGHT)



EVEN MATRON LOOKS SAD AS WEEPING MARGARET CLINGS TO TEARFUL MOTHER



WITH DESPAIRING GESTURE MARGARET IS CARRIED BY DEPUTY TO FATHER

fresh

HOTHOUSE MUSHROOMS



rich

COUNTRY CREAM



... a truly wonderful soup

It's just about an unbeatable combination—this soup of hot-house mushrooms and sweet cream. And right from your first spoonful you know it's going to be a delight . . . You see, the mushrooms are rushed fresh to Campbell's Kitchens to retain all their delicate flavor. Then Campbell's cooks blend them with rich, extra-thick cream and add a trace of seasoning and plenty of mushroom pieces. Result: this satin-smooth soup—just the soup to lend a festive air to parties—or a party touch to family meals. Have it soon!

Campbell's
CREAM OF MUSHROOM SOUP





From Filament to Finished Textron Masterpiece

From the whirr of thousands of spindles, from the music of lyrical looms, from glimmering, shimmering dyes, from clicking cutters and humming stitchers—comes the finished Textron masterpiece that clothes you and your home in Textron beauty. A Textron product is never out of Textron-careful hands. It's Textron woven and tested, Textron designed and Textron tailored with the same precision Textron used in turning out its parachutes for war. Your Textron label means beauty controlled from filament-to-finish!

FABRICS



New Chinese Print Tea Coat for You

Worldly-wise as a Confucius saying—Textron's new Tea Coat...with black Chinese discs etched on China Sea Blue. Intriguing pocket edition of a hostess coat—parachute-precision tailored by Textron...with fan pleats closing its wide wrap-over. Of finest spun rayon faille in Mandarin Red, Ming Yellow and China Sea Blue. Sizes 12 to 20. \$9 at leading stores throughout the country. **TEXTRON Inc.**, Empire State Building, Fifth Avenue, New York 1, N. Y.

Listen to Helen Hayes in your favorite plays on Textron Theatre every Saturday p.m. on your local Columbia Broadcasting Station.

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LINGERIE

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HOME FASHIONS

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MENSWEAR

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HOSTESS COATS



"I call it **kitchen garden**—and it tastes like Spring!"

says Dinah Shore



So you won't be disappointed...

BE SURE the name "Birds Eye" is printed on the box of frosted food you buy! For there are many

brands of frosted foods, but *only one* Birds Eye—with that famous Birds Eye quality!

This exciting new Birds Eye vegetable platter has that early-morning, dewy-fresh flavor you love—and so seldom get—in vegetables!

For every one of the *Birds Eye Mixed Vegetables* is really garden-fresh! Picked at the peak of perky youth. Quick-frozen within four hours of picking!

Milky, young corn... tender carrots... green beans with pep... baby-green limas... and peas such as *never* grew in grandma's garden!... ALL in one package! All cleaned, ready to cook.

Do serve them as Dinah suggests—savory with onion-tinged butter, and hearted up with cheese-sauced cauliflower. Practically a whole dinner!

P.S. If you aren't particularly partial to one of the five vegetables in *Birds Eye Mixed Vegetables*, buy Birds Eye vegetables separately, and mix your own. Ask your Birds Eye Storekeeper about Birds Eye vegetables, fruits, poultry, sea food! *Grand!*

LISTEN TO DINAH, singing star, and her famous guest stars on "Birds Eye Open House" **THURSDAY** evenings, NBC, at 8:30, E.S.T.

Easy way to make a Kitchen Garden

- 1 box Birds Eye Mixed Vegetables
- ½ cup onion rings
- 3 tablespoons butter or other fat
- 1 cup (4 ounces) grated American cheese
- 2 tablespoons milk
- 1 tablespoon chopped pimiento
- 1 medium cauliflower, cooked and cut in 4 or 5 wedges

Cook Birds Eye Mixed Vegetables as directed on package; drain. Sauté onion rings in butter until lightly browned. Add vegetables and mix. Remove from fire.

Heat cheese and milk in double boiler until cheese is melted, stirring occasionally. Add pimiento.

Arrange cauliflower and mixed vegetables on hot platter. Pour cheese sauce over cauliflower. Serve with ham or luncheon meat and grilled pineapple slices. Serves 4 or 5.



NOBODY TURNS HIS HEAD ON SHANGHAI'S FASHIONABLE BUND TO LOOK AT A CHINESE CHILD WHO HAS FALLEN DEAD IN BROAD DAYLIGHT ON THE STREET CURB

CHINA'S CHILDREN

They shift for themselves under shadow of a great mass tragedy

The war left China with a huge heritage of disaster, and death, which had combed it many times since 1937, was now on a climactic gleaning. Up to 50,000,000 are displaced or homeless, 15,000,000 are children, orphaned, sick or dying.

The picture of misery was spotty. In a number of places conditions were good or bearable. Oddly, some better-off areas were those which had been occupied by the Japanese. Conditions were worst

along the Hankow-Hengyang-Kweilin-Liuchow rail routes where the 1944 Jap offensive had struck.

UNRRA had by last week delivered to China 100,000 tons of food, clothing and medicine. China is asking for \$954,000,000, at a scale of \$2 per Chinese as against UNRRA's \$10 per Italian. The lack of internal transportation, China's inevitable weakness, hampered distribution of relief. The need, above all, was for some relief quickly.



SICK REFUGEE BOYS, living two to a bed, have reached the temporary sanctuary of the Beggars' Camp Hospital in Shanghai. They are all fever cases, ranging from malaria to dengue. So short are hospital beds all over China that often a family of

six will be berthed in two cots. Most of the sick can be treated only superficially in clinics and sent away. Notice the thin straw mat laid over the bamboo slats of the cots, the boys' unlaced canvas shoes underneath and the good American blankets.

CONTINUED ON PAGE 42



1. Many wonderful labor-saving devices—such as this suggested automatic back-washer—are sure to change our lives in the promising new era, the atomic age. But one change none of us want is a change in good old-fashioned hospitality such as you get at the Statler Hotels.



2. And of this you can be certain: Whether you come by helicopter, jet-car, or streamliner, you will find the Statler Hotel conveniently located right in the heart of the business center. Your room at the Statler will always be the shortest distance from any business or shopping point in town.



3. We aim to be modern, but never, never will the Hotel Statler Dining Room serve concentrated food pills. But if it's food you want, you can enjoy three of the finest meals a day you ever tasted. All the full, robust flavor of meats, coffee, desserts, and other delicacies prepared and served in the tradition that has made Statler famous.



4. Your room at the Statler is designed for comfort. You will always spot many little niceties—restful chairs, radio, newspaper, sterilized drinking glasses . . . why, even ice water right on tap! The Statler is truly tops in service! And we intend to keep it that way!



YOUR DOLLARS ARE URGENTLY NEEDED FOR VICTORY BONDS

HOTELS STATLER IN				STATLER-OPERATED	
BOSTON \$3.85	BUFFALO \$3.30	CLEVELAND \$3.00	HOTEL PENNSYLVANIA \$3.85	HOTEL WILLIAM PENN \$3.85	
DETROIT \$3.00	ST. LOUIS \$3.00	WASHINGTON \$4.50	NEW YORK	PITTSBURGH	

Rates Begin at Prices Shown

New angle on brushing teeth



"THE FIRST REAL IMPROVEMENT in brushing teeth I have ever seen" is a typical remark of a first user. That carefully planned angle and the small head do the trick. You'll find there's no "hit-or-miss" about the patented Squibb Angle Toothbrush, because it reaches every exposed surface easily. It even reaches those awkward places on your back teeth. A practicing dentist had your toothbrushing problems in mind when he designed this scientific brush. Your choice of hard or medium bristles.

SQUIBB *A name you can trust*

China's Children CONTINUED



A FAMILY'S SURVIVORS return to Liuchow, a year after evacuating before a 1944 Japanese offensive. The mother and father died leaving only these two orphan sons. They are now being fed in the former 14th Air Force hostel.



TOO PROUD TO BEG, this 14-year-old boy in Hengyang stands silently at attention with bowl and chopsticks, has got nothing from passers-by for two days. He has an ulcerated leg and trachoma. Japs bayoneted his father to death.



LUCKY STRIKE
Means Fine Tobacco

SO ROUND, SO FIRM -

SO FULLY PACKED

SO FREE and EASY on the DRAW

Yes, L.S./M.F.T.



Of Topmost Choice



The traditions of **OLD TAYLOR** are those of Old Kentucky — a time when no way was too long, no trouble too great to instill in a noble whiskey the last ounce of mellowness, bouquet and flavor. Try **OLD TAYLOR** today and one of life's pleasantest moments will be yours — a moment that shows why this great bourbon stands among those of *topmost choice* wherever good taste in whiskey prevails.

*Signed
Sealed
and Delicious*

**KENTUCKY
STRAIGHT
BOURBON
WHISKEY**

Bottled in Bond
—100 Proof

NATIONAL DISTILLERS
PRODUCTS CORP.
NEW YORK



TWO STUDENTS LOOK THROUGH ROCK ARCH ACROSS BAY TO GLISTENING BEACHES AND ORNATE VILLAS OF BIARRITZ, WHICH THEIR COLLEGE HAS TAKEN OVER

ARMY UNIVERSITY

GIs in Biarritz study in elegant splendor and "never had it so good"

To keep its idle soldiers in Europe busy and give them a chance to improve their minds, the U.S. Army is setting up a chain of colleges and trade schools on the Continent. Swankest of these institutions is the university at Biarritz, the fashionable and exclusive spa on the Bay of Biscay. There the Army has set up classrooms, dormitories and laboratories in the elegant villas, hotels, palaces and casinos which Napoleon III, Empress Eugénie, Queen Victoria, King Alfonso and Edward VII once enjoyed.

Biarritz Army University has 4,000 students who are taught by 300 top teachers from U.S. colleges and the Army. Any Army man or woman with a high-school education can be admitted. They study on Army time and pay, are billeted in private hotel rooms. They are issued real beds, soft mattresses, clean sheets and pillowcases, eat in lavish mess halls. They eat from fine china-ware and linens, use excellent silverware. To GIs their two months of work and play at B.A.U. are "the best break we ever had in the Army."



DORMITORY for enlisted men is Napoleon III's former palace. The royal gates (above) are still intact. The

university's commandant, Brig. General Samuel McCroskey, occupies Napoleon's and Eugénie's royal suite.



Soft little hands...how easily they make a man's heart turn over.

So keep them lovely always! You can, with Trushay's help. For this creamy hand lotion has a special 'beforehand' use.

Before household tasks, before dishes and laundering... put Trushay on your hands to help guard against soap-and-water damage.

Trushay is really different. Rely on it... whenever and wherever you need it.

TRUSHAY

The
"Beforehand"
Lotion



PRODUCT OF
BRISTOL-MYERS

B.A.U. STUDENTS WORK HARD AND GET EXCELLENT MARKS

The men and women who attend Biarritz Army University go to class three hours a day, five days a week for the eight weeks they are there. The rest of their time is divided between study and play. Because they are more mature than the usual college student, they get grades which delight their professors, who come from more than 100 different U.S. colleges and universities. In one class, taught at faster rate than in the U.S., more than a third of the students received A as a final mark. Average IQ of the student body is 120, which is very high.

A 19-1 ratio of enlisted men to officers is maintained and, for the most part, rank is forgotten. There is no drill, reveille or curfew, and privates teach classes in which majors are students. The arts and sciences are first choice of most students, with commercial and vocational subjects running far behind. Many also take instruction in golf and tennis.

Biarritz is one spot in France where French-American relations are bright. The young women of the area like the Americans and many GIs are invited to French homes. Soldiers are allowed to bring French dates to mess halls where hard-to-get cream, butter and sugar are available. In addition the Army supplies 1,500 townspeople with jobs and distributes candy to the children each week.



HOMEWORK for French class is done on the beach with the help of two French girls. These students are

Canadian soldiers. Other students prefer to study in the library, which was formerly the famous gambling casino.



ON REGISTRATION DAY Pfc Leonard Becker enrolls in an accounting class being conducted by the same professor he studied under at Temple University in 1942.



DINING ROOM of Casino Bellevue overlooks bay at Biarritz. Students adapt themselves quickly to French manners. They drink wine with meals, call waiters *garçon*.



ART CLASS uses a paid professional model who receives \$9 a day. Other art classes are held in a pretentious villa which houses University's art department.



MOTION-PICTURE CLASS watches student, Allen Taub, with Pfc stripes taped to arm, clinch with British office worker at end of original production, *It's Only Rank*.

TREAT FOR THE NATION!

Meadors'
PEANUT BRITTLE

From the heart of the peanut country, produced only during the height of the peanut season, Meadors' Peanut Brittle is made with only choicest peanuts . . . September through May.



Down South—where practically everybody is a connoisseur of peanut brittle—Meadors' Peanut Brittle has had top-rank preference for years. Now—people the country over, ask for Meadors' Peanut Brittle whenever they want to enjoy a special treat!

Fresh, crunchy, irresistible . . . literally crammed full of choice, golden peanuts . . . sealed in its air-tight wrapper, Meadors' Peanut Brittle is always fresh and crisp . . . tender and good. You'll love it! One-pound packages only. Identify it through the photograph of little Angela . . . "Sac-O'-Sugah"!

MEADORS' MFG. CO.
GREENVILLE, S. C.

Meadors'

PEANUT BRITTLE

MADE WITH ONLY CHOICEST PEANUTS—SEPTEMBER THROUGH MAY



Angela
"Sac-O'-Sugah"



GI University CONTINUED



JOURNALISM CLASS, with Dr. Frank Mott, dean of University of Missouri journalism school, in "the slot," meets in unnewspaperlike atmosphere.



CLASS FOR FRENCHMEN was set up to teach English. Some Americans also attend. Some Americans who take French are living with French families.



VALEDICTORIAN Sgt. John Fox addresses graduates at end of Biarritz' first term. Seated second from left is General McCroskey, head of university.

Salute to Stew

"Makin' it for a meat stew—the bubbly, friendly dish that stood by us when meat was shortest. Warm, steaming, cheerful stew. It made the fine flavor of meat and the proteins stretch their farthest. Let's keep on serving it, for its own good sake."



Meat is the most important source of protein. Meat has complete, high-quality protein.

Meat is a source of vitamins and minerals. Meat is a source of iron. Meat is a source of zinc. Meat is a source of selenium. Meat is a source of copper. Meat is a source of manganese. Meat is a source of chromium. Meat is a source of molybdenum. Meat is a source of cobalt. Meat is a source of nickel. Meat is a source of vanadium. Meat is a source of boron. Meat is a source of silicon. Meat is a source of aluminum. Meat is a source of gallium. Meat is a source of indium. Meat is a source of thallium. Meat is a source of lead. Meat is a source of bismuth. Meat is a source of antimony. Meat is a source of arsenic. Meat is a source of selenium. Meat is a source of tellurium. Meat is a source of iodine. Meat is a source of bromine. Meat is a source of fluorine. Meat is a source of chlorine. Meat is a source of sulfur. Meat is a source of phosphorus. Meat is a source of calcium. Meat is a source of magnesium. Meat is a source of potassium. Meat is a source of sodium. Meat is a source of lithium. Meat is a source of cesium. Meat is a source of francium. Meat is a source of actinium. Meat is a source of thorium. Meat is a source of uranium. Meat is a source of plutonium. Meat is a source of americium. Meat is a source of curium. Meat is a source of berkelium. Meat is a source of californium. Meat is a source of einsteinium. Meat is a source of fermium. Meat is a source of mendelevium. Meat is a source of nobelium. Meat is a source of lawrencium. Meat is a source of rutherfordium. Meat is a source of dubnium. Meat is a source of seaborgium. Meat is a source of bohrium. Meat is a source of hassium. Meat is a source of meitnerium. Meat is a source of darmstadtium. Meat is a source of roentgenium. Meat is a source of copernicium. Meat is a source of nihonium. Meat is a source of flerovium. Meat is a source of livermorium. Meat is a source of tennessine. Meat is a source of oganesson.

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THE OPERA'S INNARDS, as fancifully portrayed by Artist Constantine Alajalev, show the backstage complexities attending the performance of an imaginary Wagnerian opera at the Metropolitan. At the extreme left, in the darkened auditorium, stands the conductor. Prompter sits on stool in lighted cubicle under stage.

Remainder of basement is occupied by musicians' rooms and stairway for supernumeraries. First floor contains star's dressing room, vestibule and stage horse's room. Second contains women's chorus and seamstresses. Third, wardrobe room; fourth, tailors' shop; fifth, wigmakers', makeup men and props; and top, the ballet rehearsal room.

BACKSTAGE AT THE MET

NEW YORK'S OPERA HOUSE IS AN INTRICATE MUSICAL MACHINE WHICH TREASURES ITS OWN TRADITIONS

by WINTHROP SARGEANT

In the middle of Manhattan's hustling garment district, rearing up like an indignant dowager elbowing a throng of immigrants, stands America's most durable theater: the Metropolitan Opera House. Unlike other theaters in the neighborhood of Times Square, it has hardly changed a habit in its lifetime. Its elaborate spectacles follow a hoary tradition that was old when Edwin Booth was born.

People who never go near it think of it variously as a temple of social snobbery or simply

a place where enormous singers, dressed in everything from hoop skirts to animal skins, go through a curious musical ritual in a language nobody can understand. People who do go near it often become hopelessly addicted and go back to hear the same operas over and over again. The Metropolitan's audience is incredibly faithful. It numbers about 350,000 souls. Ten million more listen to the Met regularly over the Saturday afternoon Texas Company broadcasts. With occasional additions and subtractions, this au-

dience has been listening to the same repertoire of 100-odd operas ever since 1883 when the opera house was built.

Some of these faithful patrons like the music, some like the glitter of the Diamond Horseshoe, but most of them regard opera fundamentally as a branch of athletics. They will mop their brows with excitement as the tenor passes a particularly difficult vocal hurdle. They will cheer a well-placed high F the way a football crowd cheers a magnificent broken-field run.



MET'S YOUNGEST STAR, Coloratura Soprano Patrice Munsel, perches on a basket in front of a large mirror in the wardrobe room combing the long blonde wig she wears in her role of Gilda in *Rigoletto*. The Met has a collection of 12,000 wigs.



MET'S CHORUS occupies large group dressing rooms—one for men, several for women. Above: members of the men's chorus play cards between acts of *The Flying Dutchman*. Below: stage trunks clutter the floor of one of the backstage storage rooms.



BACKSTAGE AT THE MET CONTINUED

This type of operagoer will listen to *Lucia* or *Pagliacci* time and time again with no sense of monotony whatever. For him opera is a magnificent, glorious game that is never played exactly the same way twice.

The game of grand opera is a tremendously complicated one, requiring an orchestra of more than 90 musicians, a chorus of about the same number, a ballet and a group of more than 100 star vocalists. But of the 750 people on the pay roll of the Metropolitan Opera Company, only about 300 sing or play. The most important player, in fact, does neither. He is a responsible-looking man who stands waving a baton in the middle of the orchestra pit.

The essence of an operatic performance is timing, and the timing of every detail is done with reference to one small moving point—the tip of the conductor's baton. When a singer is facing the audience he never loses sight of that moving point; when he faces the wings he watches an assistant conductor who stands behind a fly beating time while watching the same moving point through a peephole in the scenery. The members of the orchestra keep one eye continuously glued to the same point. So does the chorus master, who directs the chorus from a stepladder in the wings. So does a whole team of assistant conductors whose semaphoric signals are watched by prop men, stage carpenters, electricians and scene shifters. When the moon rises in the second act of *Meistersinger*, it does so at the behest of that same moving point. When the three Rhine maidens dangle 15 feet above the stage in the underwater scene of *Das Rheingold*, their swimming motions are produced by the valiant efforts of 15 stagehands who haul them up and down and around in circles like bales of cotton on a complicated derrick. Every time one of the stagehands yanks a rope it is in response to a signal from an assistant conductor who is watching the same small white stick in the orchestra pit.

The star himself is relieved of practically every responsibility except the actual singing he does while on stage—and he is helped a great deal with that. Poured into a costume by his dresser, he is carefully inspected by costume and make-up experts and taken in tow by an assistant conductor, who sees that he arrives on stage at the precise instant called for in the score. Once on the stage he is face to face with the prompter, who glowers at him from a periscopic box in the center of the footlights and is prepared to give him his cues, shout directions and even sing snatches of his part for him if he falters. Behind the prompter is the conductor himself, beating out the rhythm of every phrase the star sings.

Every detail of stagecraft is so well organized that the various participants seem as casual as a crowd of travelers in a waiting room. An assistant conductor will be quietly conversing with a stagehand. Suddenly he will stop, walk over to where a star soprano in a nightgown and blonde wig is placidly munching a sandwich, remove the sandwich and escort her to the wings. There he will mount a stepladder, peek through a hole in the scenery, beat out two preparatory measures of four-four time and make an inviting gesture like a traffic cop's Go. The soprano steps out before the footlights, and the great father-daughter weeping scene from *Rigoletto* is on. A little later the backstage area will begin filling up with male members of the chorus dressed in street clothes, with their overcoats and hats on ready to go home. They will converse loudly about everything from baseball to spaghetti, despite the occasional

CONTINUED ON PAGE 54



HISTORIC MEMENTOS lovingly treasured backstage include the love-potion goblet used by Lilli Lehmann in *Tristan* (beside her photograph) and the exercise bicycle used by Giulio Gatti-Casazza. The Met's prop man never throws away anything.

WHAT DO THE PEOPLE SAY?

Should Husbands Help Around The House?

Opinions vary on this popular question — as these six interviews show.



"Yes," says Ex-serviceman. "Dunking Junior is my favorite job. Betty made me hep to all the fine points—like testing the water with my elbow—and always using SWAN floating soap." Betty's doctor told her, "Swan's pure as fine castles—mild and safe for baby's delicate skin."



"I'm against it," says Young Matron. "My housework is always finished when John comes home. Everything spic and span—myself included! I take a few minutes out to 'pretty-up' before he arrives. And step number one is to wash my face with baby's own beauty soap—pure, mild SWAN."



"No," says Bachelor. "Housework is woman's work! A man's entitled to relax at home. And a wonderful way to relax is to stretch out in a swell SWAN bath. What a glorious feeling! Gobs 'n gobs of lather!" Yessiroe, when you swish SWAN in your bath, you've got the fastest-lathering soap afloat.



"Certainly," says married Career Girl. "Jim and I both hold jobs—we *have* to share housework. When I wash dishes—he dries. I used to *hate* to wash! Those strong package soaps were so rough on my hands. But no more! SWAN helps keep hands so soft and smooth. And my, how dishes sparkle!"

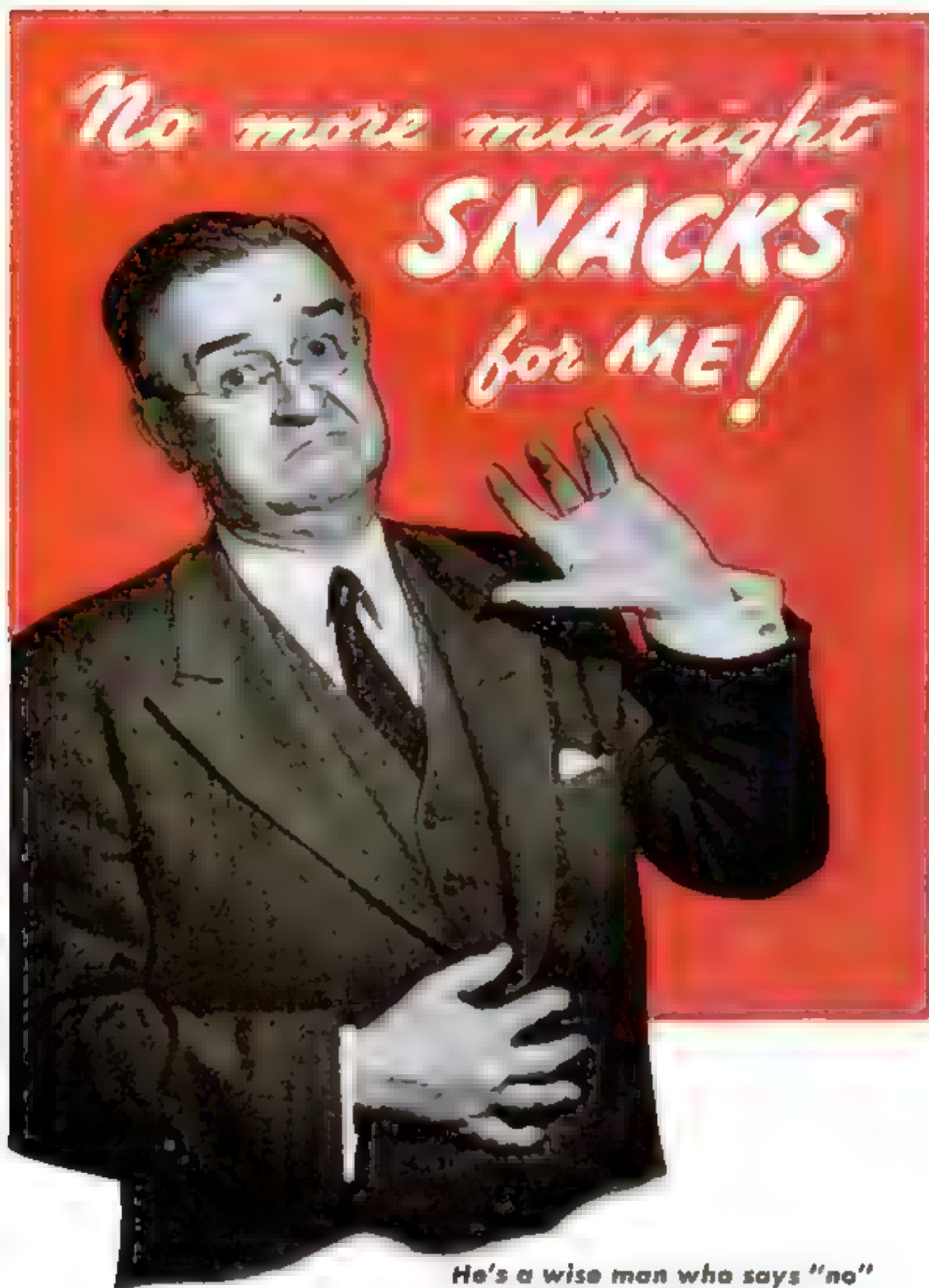


"Yes and no," says Mother of two. "My husband won't let me touch any *heavy* jobs. But things like laundry, he calls 'woman's work.' Those I do myself, with the help of SWAN." Swan's speedy suds are baby-mild—safe for colors, delicate fabrics, and everything!



"You bet," say Newlyweds. "We even shop together. And instead of trying to get lots of different kinds of soap—we buy SWAN! It's 4 swell soaps in one. Grand for baby, bath, dishes, duds! We haven't the baby yet—but a soap mild enough for baby will 'baby' *everything* in the house!"

"Swan is Four Swell Soaps in One!"



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Take soothing PEPTO-BISMOL to relieve queasy, uneasy, upset stomach, distress after over-indulgence; nervous indigestion, heartburn and to retard intestinal fermentation, gas formation, simple diarrhea. If you do not get prompt relief, consult your physician.

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for UPSET Stomach

BACKSTAGE AT THE MET CONTINUED

perfunctory shushes of an assistant conductor. Some of them will be eating sandwiches (hunger seems to be a permanent condition backstage at the Met). Suddenly a man on a stepladder beats out a few measures with a lighted flashlight which he holds in one hand, then signals imperiously. The chorus bursts into a few phrases of song (a short "behind the scenes" chorus) and then tramps noisily out the stage exit. The man on the stepladder calmly descends and walks over to slap the chief of the stage crew on the back. The latter is busily engaged in shining his own shoes on top of a tree trunk used in *Die Walküre*. A loud Bronx cheer issues from the switch box at the side of the curtain. It is the stage director, expressing his private opinion of the aria the audience has just started to applaud. As the celebrated Rigoletto passes him after taking a ceremonious bow toward the footlights, the stage director turns and plants a playful kick in the seat of his pants. The celebrated Rigoletto gives a mock squeal, girds up his funeral garments and rushes for the stage exit.

No sooner has the curtain fallen than a scurrying, shouting stage crew has dismantled the great slabs of scenery that formed the set of the last act and rushed them to the big backstage door. In a few minutes a fleet of trucks calls for them, meanwhile depositing the scenery for the following night's opera. Working in shifts, the stage crew will be busy all night.

Prefabricated performances

Operas at the Metropolitan are not calmly rehearsed for five weeks like Broadway shows. They succeed each other at 24-hour intervals, with a change of bill every night and a matinee added on Saturdays. By 11 in the morning the prefabrication of the next night's opera is well under way. In one big, barnlike rehearsal room under the roof of the building, ballet dancers are sweating out their routines in drab-looking rehearsal togs while a pianist thumps out the rhythms of tomorrow night's or next week's triumphal scene. In another big loft on the other side of the house, the 92 members of the Metropolitan Opera orchestra are running through a scene while a half-dozen plump, rosy-cheeked opera singers stand by in their street clothes singing their parts from scores in their hands. At the rear of the auditorium, in the elegant bar where Manhattan society sips drinks during performances, the members of the Metropolitan's chorus sprawl over chairs around a piano while a chorus master puts them through their vocal paces. In a dozen smaller dressing rooms and in private studios located all over Manhattan, other piano-pounding Metropolitan experts are busy teaching next week's or next month's star performers how to sing everything from *Lucia* to *Götterdämmerung*. By afternoon the orchestra, finished with its scene upstairs, will troop down to its place in the pit, and the general rehearsal of the evening's performance will take place. Usually there will be no time to put on costumes for this rehearsal. Met stars, as a rule, see each other in costume only during actual performances.

The principal catalysts in this complicated process are the Metropolitan's seven assistant conductors, who manage a production from rehearsal to performance with the unobtrusive efficiency of a corps of secret police. Their duty is to see that the conductor's wishes are carried out. On the technical plane this duty entails a meticulous familiarity with the score and the accuracy of a stop watch. On the human plane it entails the combined talents of a diplomat, a nursemaid and a truant officer. Opera singers, by and large, are among the healthiest, best-natured and most playful people on earth. They are also subject to fits of temperament, superstition, hypochondria and paralyzing stage fright. They are forever consulting astrologers and quack doctors on the state of their vocal cords. Some of them approach their entrances in a state of Napoleonic self-assurance, others in a state that borders on palsy. The Swedish contralto Gertrud Wettergren, an excellent actress and very conscientious singer, was always so nervous that she had to be propelled forcibly onto the stage. Maria Jeritza, an extremely pious woman, used to spend long periods before her entrances on her knees in her dressing room, praying. Giovanni Martinelli refused to go on until he had methodically kissed in turn a whole series of photographs of his wife and family which he kept on his dressing table. One tenor, vividly remembered by the Met's as-

CONTINUED ON PAGE 36

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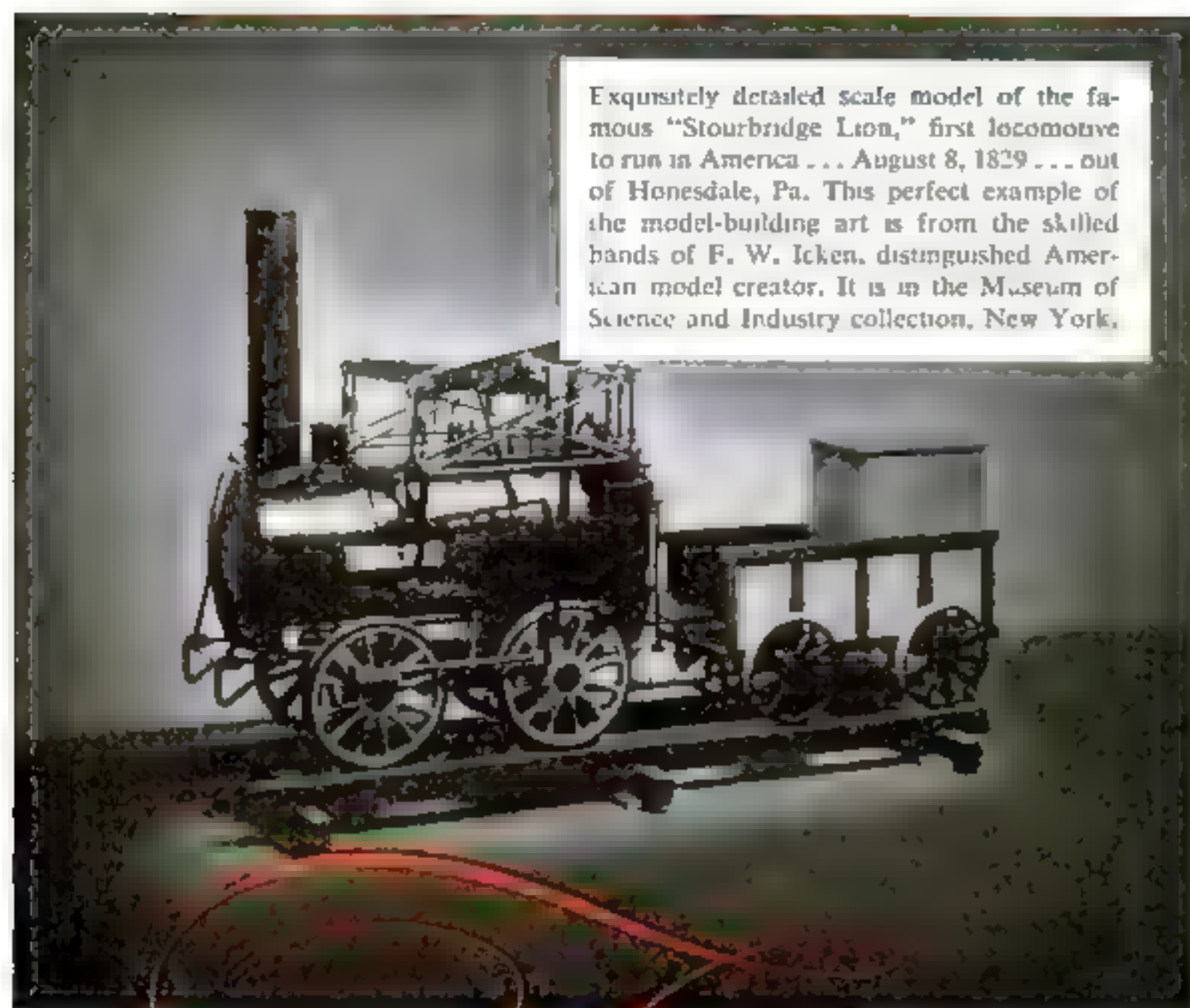
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BACKSTAGE AT THE MET CONTINUED

sistant conductors, evolved a method for outwitting stage fright that approached martyrdom. Standing in the wings in a state of hysterical trepidation, he would suddenly pull himself together and stamp violently on his own foot. The intense pain from a conveniently placed corn would wash every other emotion from his troubled mind, and he would then walk calmly through the wings and bellow like an angel.

When singers are not frightened they are apt to be irresponsibly exuberant, with results that may be even more hazardous. In one performance of the *Magic Flute* somebody slyly removed the flute that the great Leo Slezak was to carry onto the stage and substituted a 12-inch stick of grease paint. By the time Slezak discovered the substitution he was already on stage going through the motions of playing the flute. Every time he raised it to his lips the heat of the auditorium melted the grease paint and caused it to sag limply at the end. He finally managed to get through the scene by industriously twirling the grease paint like a spit. The late Enrico Caruso, who never knew a moment of nervousness, was an incorrigible gagster. He was continually offering to shake hands with another character on the stage, meanwhile depositing a raw egg or a piece of ice in his surprised colleague's palm. Once, before a performance of *Tosca*, Caruso painstakingly nailed a fan to the stage floor just where his friend Antonio Scotti was supposed to pick it up in the middle of the first act. During the act he watched Scotti's struggle and frustration with quiet satisfaction.

Broken ribs and lost underwear

Having successfully thwarted the anarchic instincts of the company's singers and shepherded them safely out before the footlights, the assistant conductor is still at the mercy of accident. The swan gets stuck in *Lohengrin*, or it floats serenely past its appointed rendezvous without stopping in midstage to pick up the heroic tenor and bear him into the wings. (One such occasion brought forth Lauritz Melchior's now classic crack: "When does the next swan leave?") The Rhine maidens get seasick in their careening harnesses, causing acute discomfort to themselves and considerable apprehension to the hardworking stagehands immediately beneath them. In a performance of *Carmen* some years ago, the soldiers' chorus tramped so rhythmically over the bridge in the first act that the whole structure collapsed, badly injuring several people. The German tenor, Curt Taucher, fell through one of the numerous backstage trap doors at a performance of *Siegfried*, picked himself up somewhat dazedly and finished the opera in spite of injuries that were later found to include two broken ribs.

On at least two occasions (in one of which the protagonist was the celebrated *Carmen*, Emma Calvé) prima donnas have publicly lost their underwear while singing and suffered the humiliation of seeing it playfully kicked around the stage by fellow artists. Once the American diva, Jeanne Gordon, unwisely wore a hoop skirt in the stabbing scene of *Carmen* and died with her feet toward the audience while her assassin, Armand Tokatyan, strove chivalrously to collapse the flaring hoops. In one *Walküre* the magic sword got securely stuck in the tree trunk from which Siegmund is supposed to pull it, and left Lauritz Melchior tugging away desperately while singing, "Out of thy scabbard now leap!" One of the things the confirmed opera addict likes about opera is its uncertainty—one can never be quite sure what is going to happen next. Old-timers who actually witnessed the occasion when Emma Calvé lost her panties still treasure that memory as one of the great experiences of their lives. As one of them recently reminisced, "You can hear *Carmen* any old time; *Carmen* with Calvé was something special. But *Carmen* with Calvé losing her underthings—why, that's only happened once in the whole history of opera!"

The setting for these nostalgic memories is one which any phantom of the opera would be delighted to haunt. For all the glitter and plush of its auditorium, the Met backstage looks its age and is rather proud of the fact. At the sides of its massive stage, corridors and staircases wind through a five-story beehive of antiquated studios, dressing rooms and shops in which anyone but an old inhabitant is likely to lose his way. Beneath the stage, base-

CONTINUED ON PAGE 58



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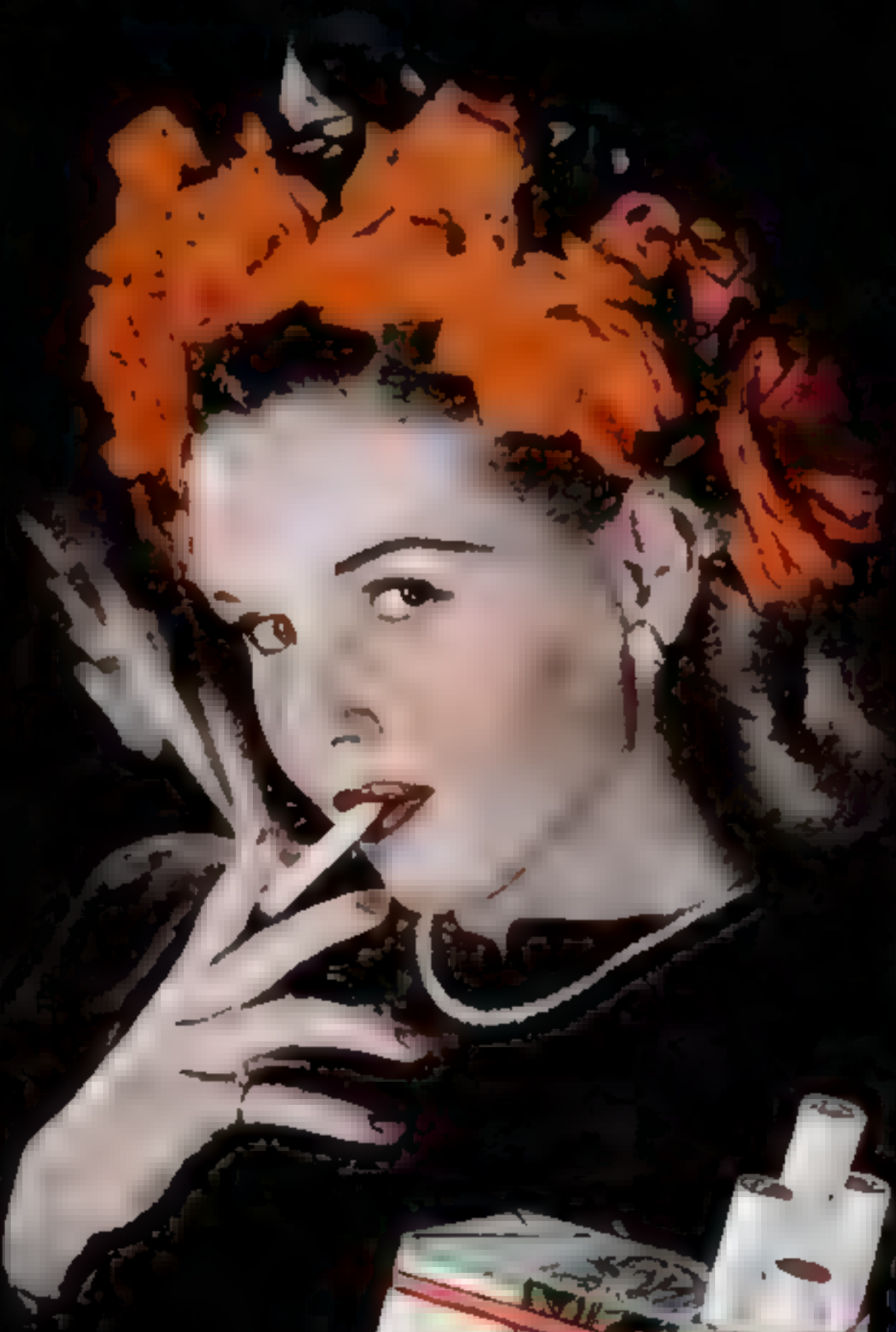
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ART BY SALLY VICTOR

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BACKSTAGE AT THE MET CONTINUED

ments fan out underneath the adjacent sidewalks and descend three stories into the ground, resembling, as romantic visitors sometimes observe, the Paris sewers minus the water. The jungle of trap doors, elevators and pulleys that make up its stage mechanism was the latest thing in theatrical design in the 1890s and (with the exception of an elaborate modern lighting system) has hardly changed since. Its property rooms bulge with an array of bric-a-brac—armor, castoff swans from long forgotten *Lohengrins*, candelabra, crystal chandeliers, spears, daggers, goblets, stuffed pheasants on platters, bird cages—that baffles even the memory of Anthony Crispino, the Met's conscientious property man. In one corner of the rambling basement stands an old, stationary bicycle which onetime General Manager Giulio Gatti-Casazza once bought in the hope of reducing his impressive girth. It has stood there ever since the famous impresario fell off it, sprained his wrist and decided to call the project off. Nothing at the Metropolitan has ever been thrown away.

Coldly observed, the dressing rooms which have witnessed the glamour of generations of lobster-supper divas suggest nothing so much as the bedrooms of an ancient, down-at-the-heels, \$5-a-week rooming house. Their walls are painted in depressing greens and browns. Their windows admit little air and practically no light. Their furniture consists of antiquated, overstuffed chaise longues, armchairs and old upright pianos. Their lighting comes from nakedly glaring electric-light bulbs. The star baritone's dressing room doesn't even contain a washbasin, though the tenor's has a dilapidated one made of timeworn marble. On the top floor on the south side of the building there is a single shower. The only person who ever uses it is Lauritz Melchior.

But the people backstage at the Metropolitan view their surroundings in no such jaundiced, materialistic light. To them every antiquated armchair, every musty bannister rail and doorknob tells a story. Among his 250,000 props, Mr. Crispino affectionately fondles an incredible collection of historic junk. None of it will ever be used again. But it bears the rich patina of age. This helmet, that chain was worn or carried in some performance a generation ago by Caruso or Lilli Lehmann or Jean de Reszke. That doorknob was turned by Feodor Chaliapin. The enormous chair in that dressing room was specially constructed to support the substantial fundament of Lauritz Melchior. Would one deface these things with a hastily considered application of paint, polish, or renovated upholstery? Not if the Met's staff has anything to say about it. Several years ago the rumor that the Metropolitan Opera Company might move to a clean, up-to-date, well-equipped theater in Radio City caused a near panic among the Met's old-timers. Their feeling is summed up by Mary Manghi, one of the Met's seamstresses who occasionally sets aside her needle and tiptoes downstairs to peer shyly through the wings at the magic spectacle behind the footlights. "Every time I walk across the stage," she confides, "I feel like I'm in church."



BOILER-ROOM CAT, Minnie, loves opera almost as much as mice, once surprised audience by walking on stage and fondling the tenor's legs in *Faust*.

A detailed illustration of a woman with dark, wavy hair tied back, wearing a light green dress. She is looking down at a baby who is holding a spoon to its mouth. The baby is looking up at the woman. The background is a soft, out-of-focus landscape with trees and a path.

The contented hour

Like the spell of sweet, relaxing music is the peace and contentment that comes to mother and babe each hour that baby is fed. Precious, peaceful moments—snug and safe—away from the cares of everyday living.

Mother is doubly relaxed and peaceful when baby's formula is made with safe *Carnation Milk*. She knows that her baby is getting the milk prescribed by so many thousands of doctors for baby-feeding.

Homogenized for easy digestion and sterilized for safety, Carnation is also fortified with 400 units of Vitamin D per pint. This added "sunshine" vitamin means efficient utilization of the bone-and-tooth-building minerals—calcium and phosphorus.

When baby days are over and baby graduates from bottle to cup, mother should *keep right on* with the good Carnation Milk that gave her baby so fine a start. Carnation mixed half and half with cold water or fruit juices is *delicious* to drink.

And during the growing-up and grown-up days, Carnation continues to fill the bill, in luscious, nourishing, milk-rich dishes that the whole family loves.

Where there's *Carnation* . . . there's *contentment*!

NEW BABY BOOK—free! Postwar edition of valuable Carnation booklet, "Your Contented Baby"—with important data on scientific modern schedules and techniques of feeding, sleeping, bathing, playing; infant psychology; practical clothing, how to travel with a baby; prevention and care of minor accidents—and *many useful recipes*! Send for free copy at once—edition limited. Carnation Company, Dept. L-55, Milwaukee 2, Wis., or Toronto, Ont.

TUNE IN THE CARNATION "CONTENTED HOUR," MONDAY EVENINGS, NBC NETWORK



Carnation Milk

"FROM CONTENTED COWS"



Texture? Cling? Fragrance? of course! – but
the real difference in
face powder is color



Double dare you to
"taste" that new color

— "Fatal Apple"

by Revlon

Creators of the world-famous nail enamel and lipstick

It begins... much as other powders do. After all, certain pigments go into all powder shades... **But it ends up** on your skin looking quite different! Revlon custom-blending... that special Revlon talent for putting a color "together"... results in face powder with new lift, new excitement... to give you a dozzling, altogether new look! Try "Fatal Apple"... color sensation created for the American woman of great chic...
Newest of eleven custom-made Revlon powder colors

DOCTORS PROVE

2 out of 3 women
can have

Lovelier Skin in 14 days!



"Oops! Sorry! I said to my Mirror!"

says Rosalind McDonald of Detroit. "I certainly have let my complexion get on the oily side. As a matter of fact, it's definitely dingy and coarse-looking, too. So when I was invited to try the 14-Day Palmolive Plan, I accepted . . . in a hurry!"

"1284 other Women tried

the Palmolive Plan, too—women of all ages from fifteen to fifty. My group reported to a leading Detroit skin specialist. Some of us had dry skins; some oily; some normal. After a careful skin examination, we were given the Palmolive Plan to use at home for 14 days.



"Here's all you do!—

Wash your face with Palmolive Soap. Then, for 60 seconds, massage with Palmolive's soft, lovely lather. Rinse! Do this 4 times a day for 14 days. This cleansing massage brings your skin Palmolive's full beautifying effect. After just 14 days, my doctor agreed my complexion was finer looking, brighter—even less oily. See what the Palmolive Plan can do for you!"

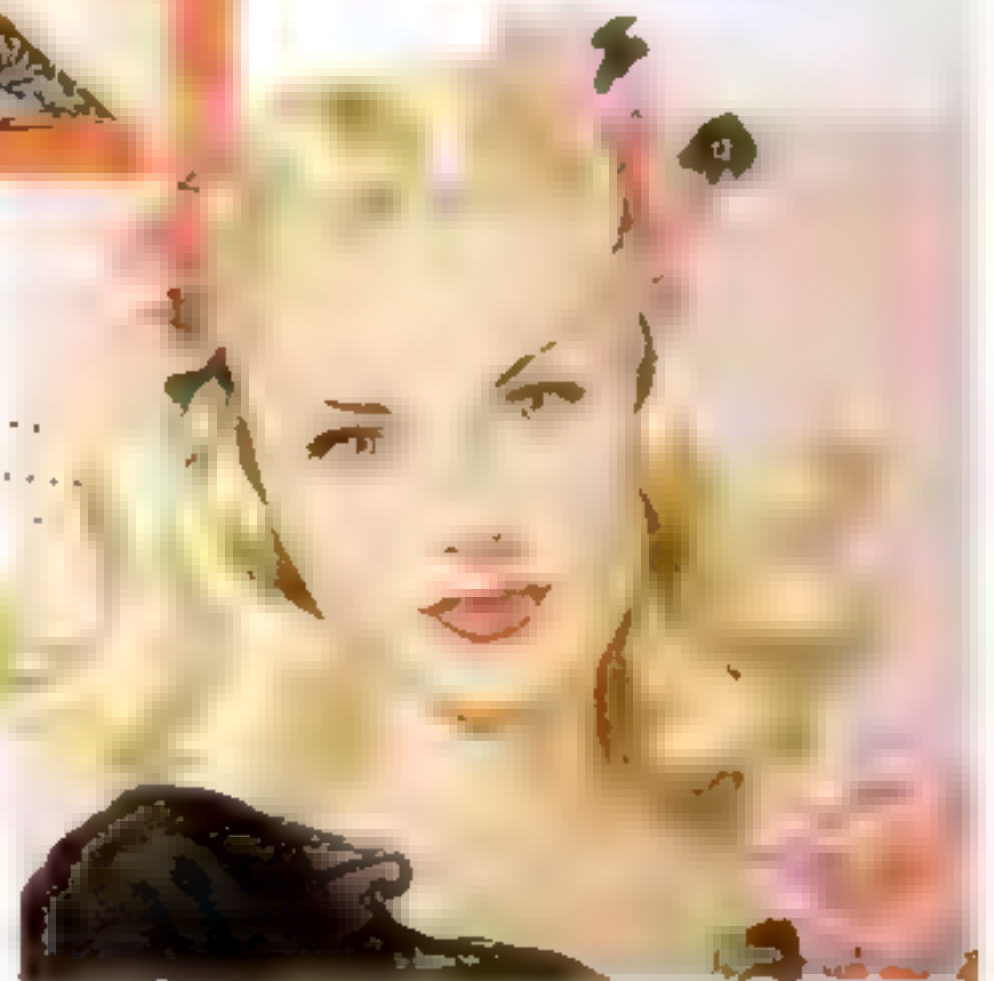
You, too, may look for these skin improvements
in only 14 Days!

If you want a complexion the envy of every woman—the admiration of every man—start the 14-Day Palmolive Plan today! Remember, 36 doctors—leading skin specialists—tested this Plan on 1285 women of all ages, from fifteen to fifty, and with all types of skin. Dry! Oily! Normal! Young! Older! And 2 out of 3 of these women got noticeable complexion improvement in just 14 days! No matter what skin care they had used before! Do start this new Beauty Plan with Palmolive Soap . . . today!

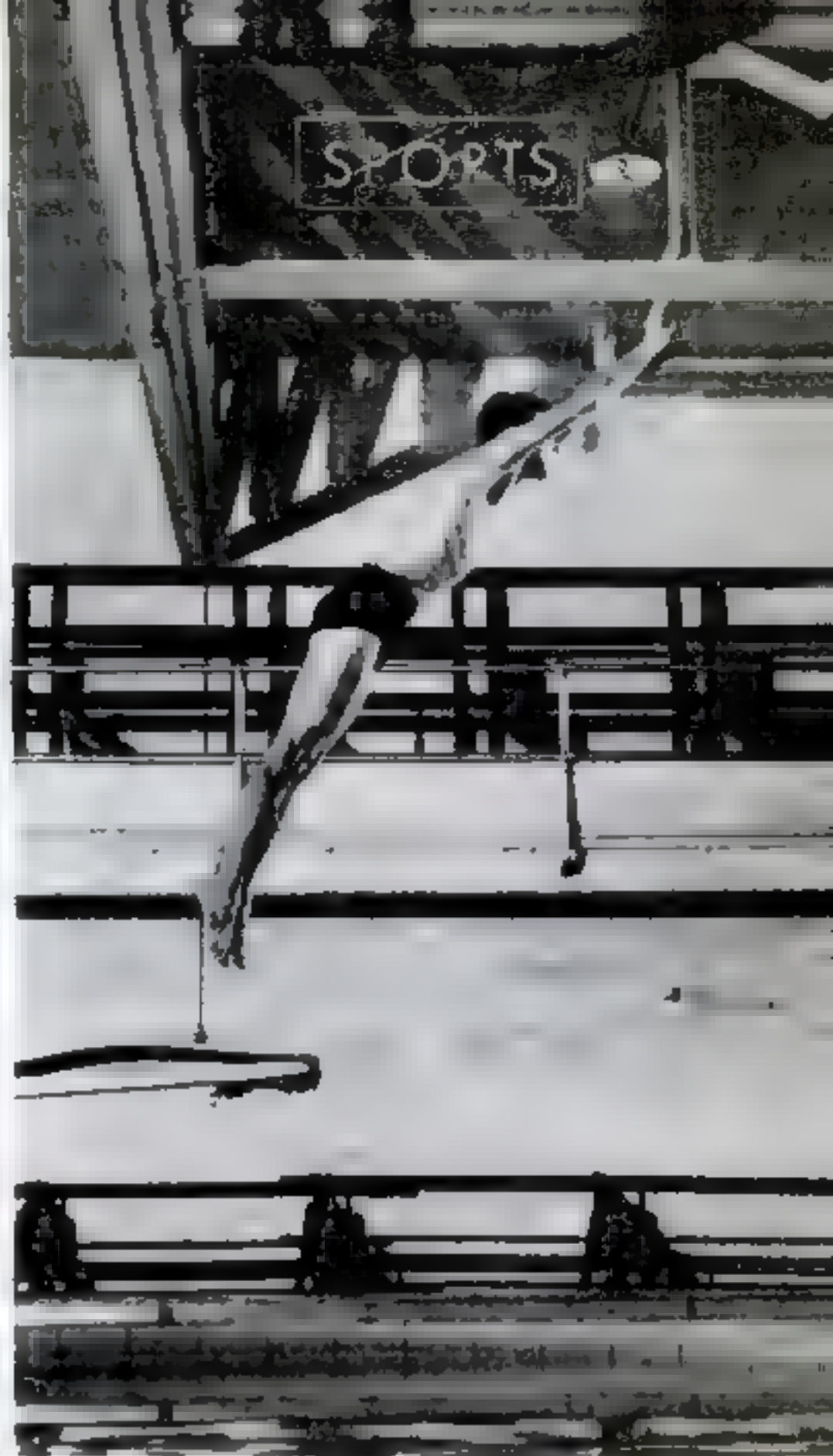
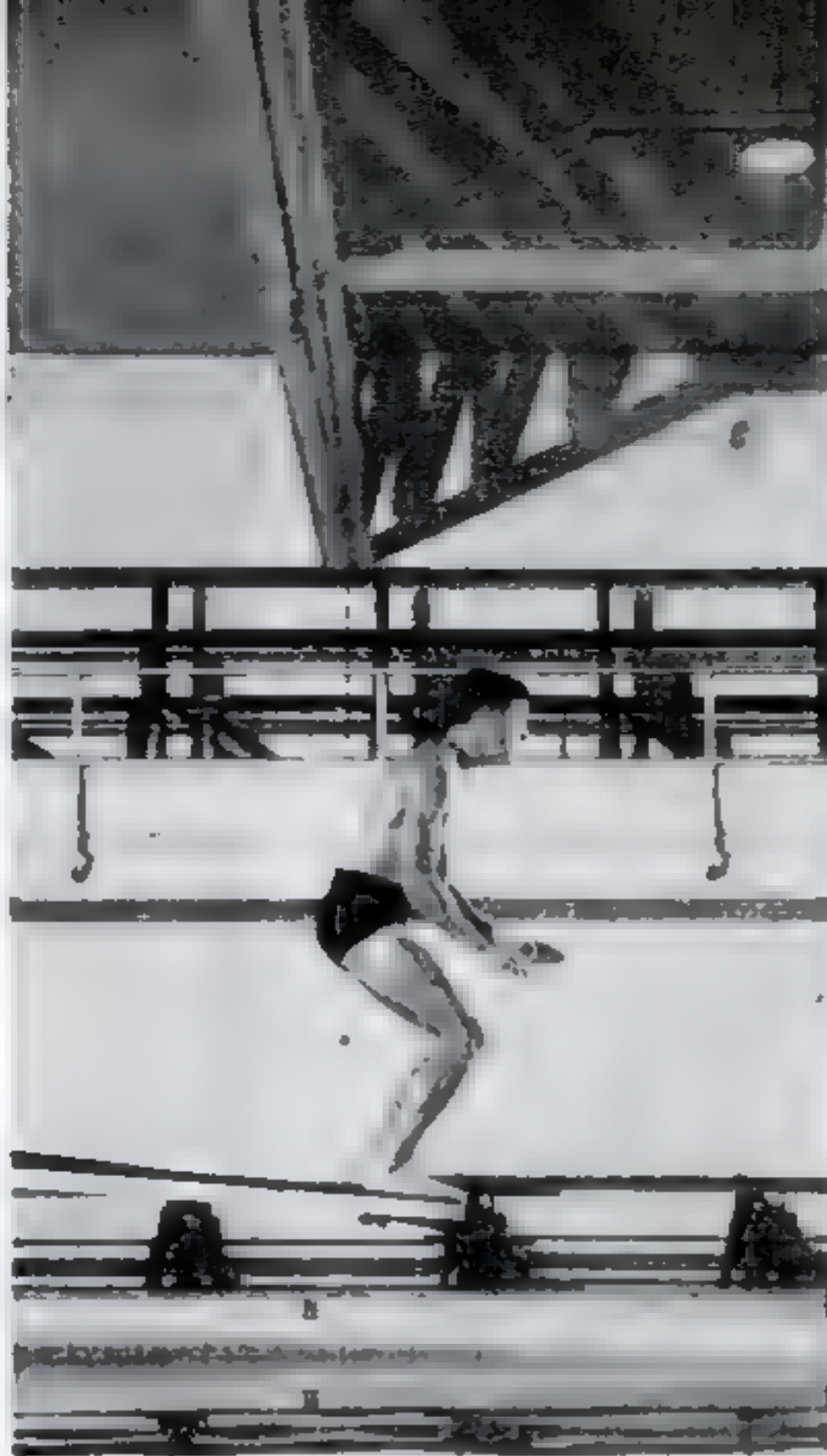
*Smoother, Younger looking . . .
Less Coarse-looking . . .
Fewer Tiny Blemishes
Less Irritant Blackheads
Clearer . . .
Clearer Color*



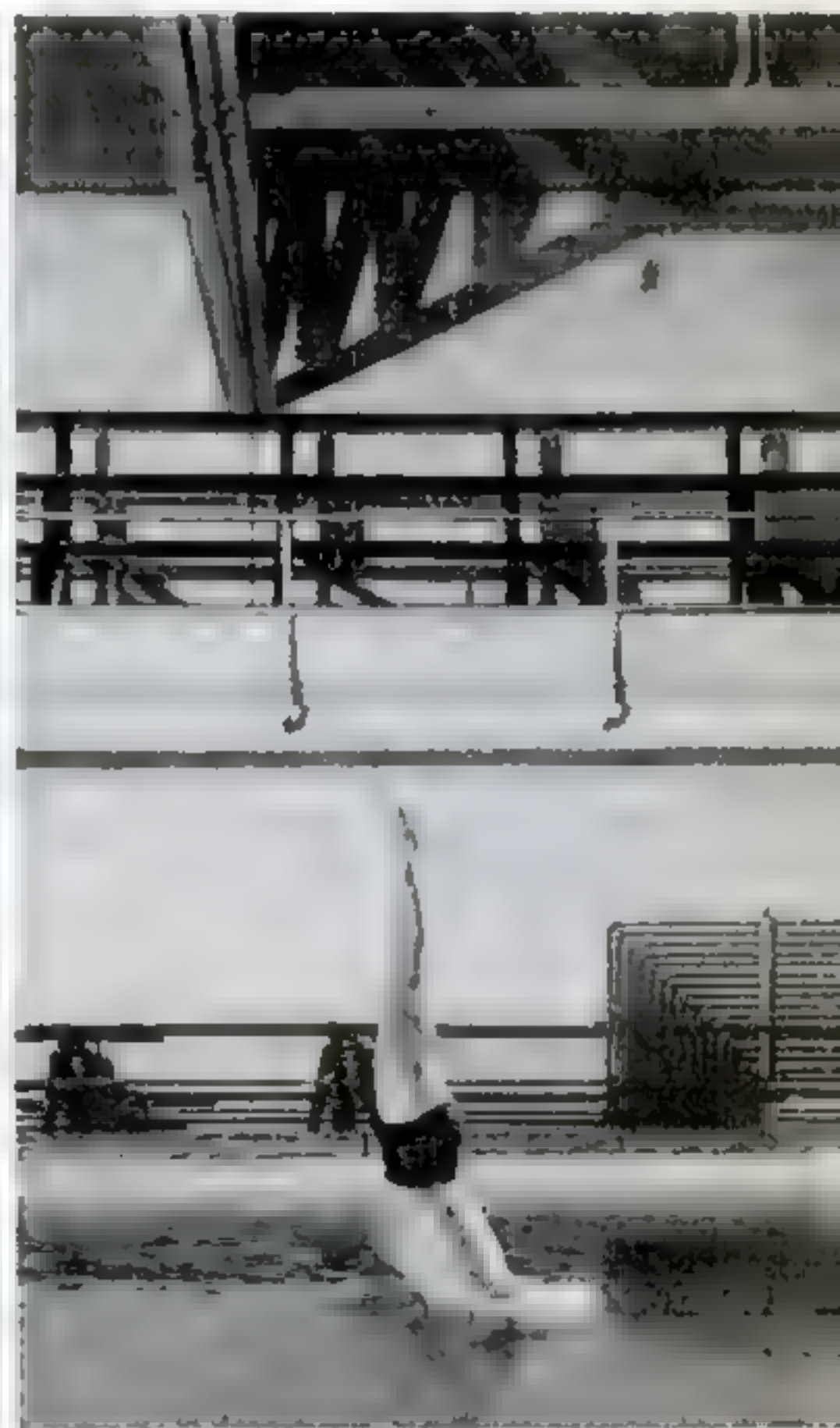
DOCTORS PROVE
PALMOLIVE'S
BEAUTY RESULTS!



Palmolive comes in a New, Big Bath Size, too! Try it—for tub or shower. It's solid. Thrifty. Long lasting.



BUTTLE TAKES HURDLE STEP (LEFT) TO GAIN MOMENTUM FOR HIS SPRING (CENTER) AND TAKES OFF CLEANLY, THROWING ARMS FORWARD AND UP TO ADD LIFT



AT TOP OF DIVE, BUTTLE SPREADS HIS ARMS (LEFT), THEN STRAIGHTENS THEM AND BEGINS DESCENT, ENTERING WATER WITH TOES POINTED AND BACK ARCHED

PROMISING DIVER

Princeton University has freshman who may win college championship

Eugene Buttle is a Princeton freshman who spends 11 hours a week diving from a springboard into the pool at the university. Next year, when Eastern Intercollegiate championship competition is resumed, Buttle's perseverance may pay off by gaining him top college ranking. This is the firm belief of Howard Stepp, Princeton swimming coach, who has produced six diving champions and is exceedingly impressed by Buttle's grace and control.

The pictures on these pages show Buttle executing the Running Front Straight Dive, commonly called the swan dive. Every motion must be perfectly planned. The judges will score every detail from the fingers, which must be straight and together at the start, to the toes, which must be pointed as they enter water at the finish (see next page). Buttle demonstrated his ability at Blair Academy last year when he won eight consecutive meets.



If he turns a cold
shoulder like this...

And you'd like a warm
shoulder like this...



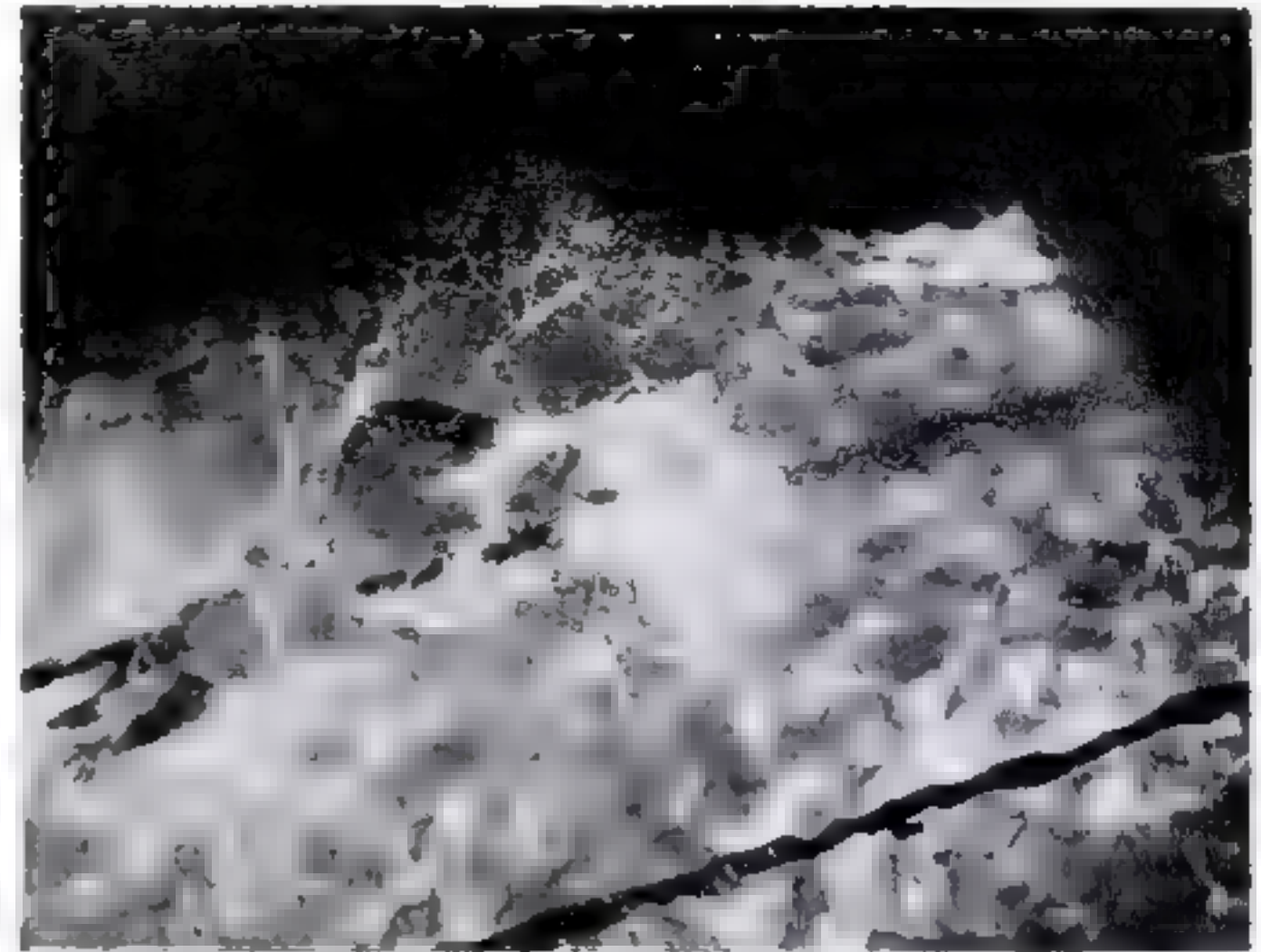
TRY THIS

←
MORAL: Everybody's breath
offends sometimes. Let Life
Savers sweeten and freshen
your breath — after eating,
drinking, and smoking.



Only 5¢

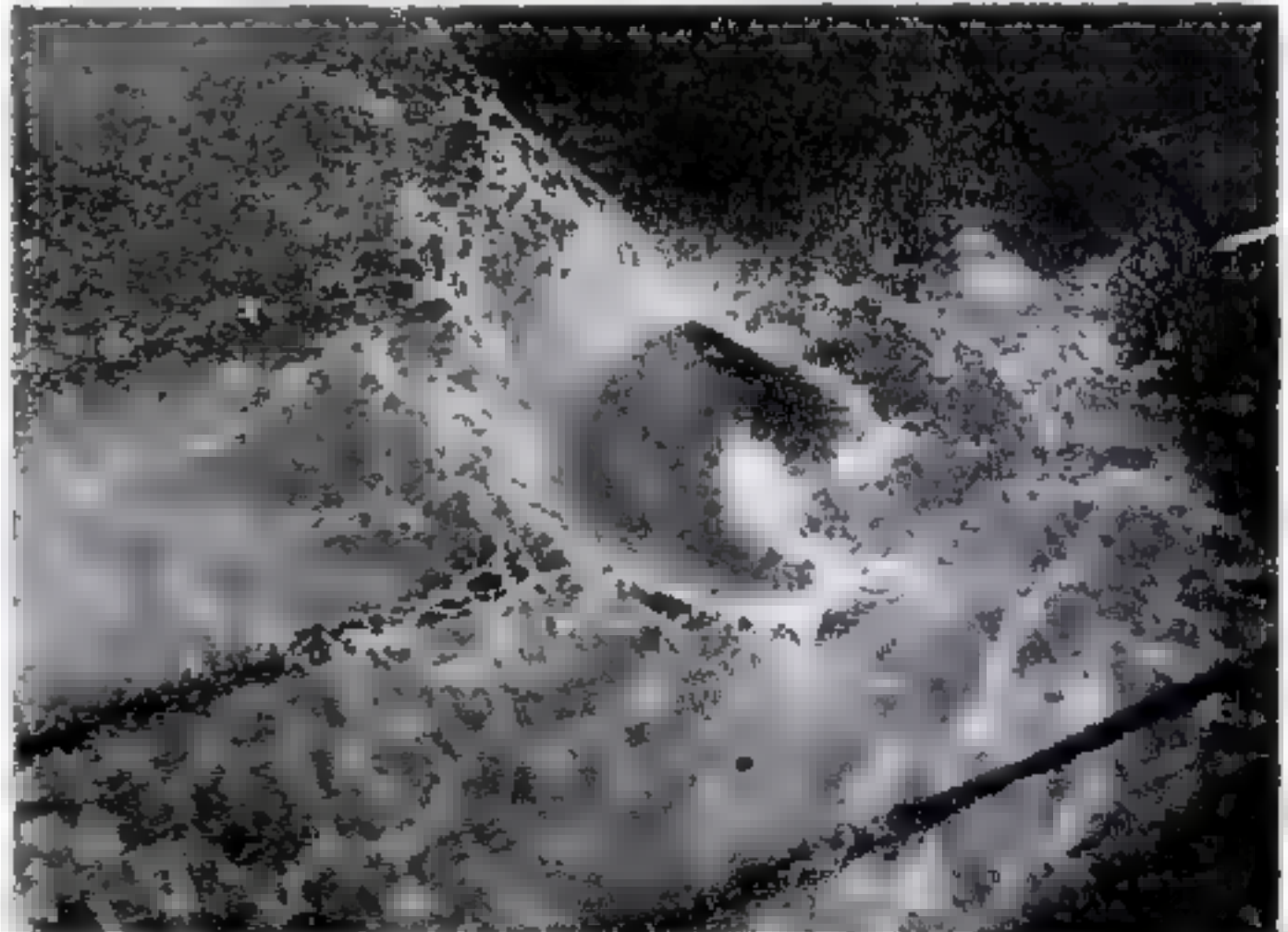
Promising Diver CONTINUED



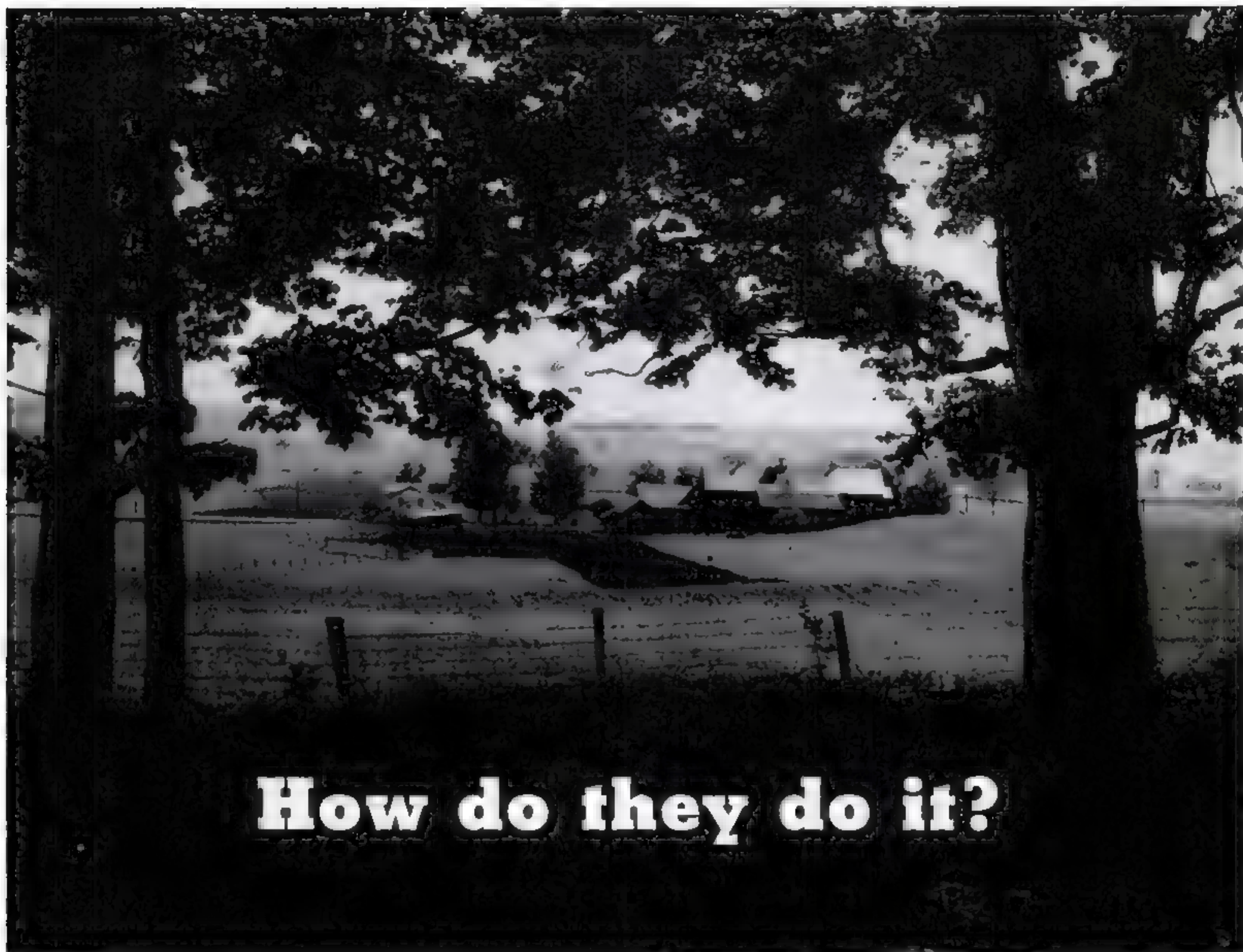
SPLASH TOWARD BOARD indicates an incorrect entry into the water. In this dive Buttle's body was not vertical enough because the legs dragged.



MINIMUM SPLASH follows clean entry after a perfectly executed dive. Here Buttle slipped into the water of the pool at precisely the correct angle.



SPLASH AWAY FROM BOARD shows that Buttle's legs came up too fast and fell outside arc of the dive. This also happens when knees are bent.



How do they do it?

COULD you produce one-third *more* crops with 10% *less* manpower? The farmers of America did it during the last full year of the war.

How? Partly by working themselves and their machines longer, harder. Partly by assisting *hired* help with *wired* help.

Electricity has taken over more and more farm chores. It pumps water, grinds feed, cures hay, fills silos. It steps up milk and egg and pork production. It eases farm housework, too.

Cheap, dependable electricity has done more than any other force to make farming efficient and farm life comfortable.

Who electrified the farms? Rural electric service didn't happen overnight. It started more than 25 years ago—with America's *business-managed* electric companies. These companies did the pioneering—the pick-and-shovel work.

The advantages of electricity on the farm were many. The problem was to get it to the farmer. Distance and weather called for

new methods and materials. New farm machines suitable for electric drive had to be developed.

Each problem was licked in turn by American initiative and ingenuity. Service grew steadily better and cheaper. Farm by farm, area by area, the web of wire expanded.

What of tomorrow? Today, *business-managed* electric companies serve 1,850,000 farms (about two-thirds of *all* electrified farms) and more than 4,000,000 other rural customers outside of incorporated towns. That's real progress.

But the job isn't done. Right now, as fast as men and materials become available, these same companies are extending reliable, low-priced electric service to more than 1,000,000 additional farm and rural non-farm customers. *These companies are investing \$290,000,000 for construction alone.*

This program is under way *right now*.

170 ELECTRIC LIGHT AND POWER COMPANIES[★]

SELF-SUPPORTING, TAX-PAYING BUSINESSES

[★]Names on request from this magazine.

Hear NELSON EDDY in "THE ELECTRIC HOUR" with Robert Armstrong's Orchestra. Every Sunday afternoon, 4:30, EST, CBS Network.



A Happy Healthy New Year for your Dog!

What a lucky dog your dog will be in 1946, if you nourish every inch of him with GAINES!

And what a lucky master you will be! A merry brightness in your dog's eyes, a rich, luxurious coat, paws full of playfulness and strength, and a hair-trigger tail ever ready to flash into rapid-fire wags at the very sound of your footsteps . . . these are the earmarks of expert care and feeding. Yes . . . feeding GAINES MEAL can pay you rich rewards!

Just mix GAINES MEAL with warm water. Or, if your dog is one who goes for GAINES more eagerly when it is mixed with milk, gravy, or soup—by all means please your dog. But no matter how you mix it, GAINES should be your dog's basic food, to make sure you nourish every inch of him.

GAINES has been a stand-by of big kennels and veterinarians for over 16 years. It's a Meal dogs love—inexpensive to feed—prepared in less than a minute. Largest-selling dog food in America!

FOR ALL
DOGS

GAINES

COMPLETE MEAL

EACH POUND of Gaines gives your dog all this nourishment!

As much body and strength-building **proteins** as in 1½ lbs. raw beef.

As much energy-producing **carbohydrates** as in 2 qts. cooked oatmeal.

For sleek appearance and glossy coat—the **fats** that would be provided by 1 oz. of butter.

For strong bones—the **minerals** 1¼ lbs. cheese would provide.

For red-blooded vitality—as much **iron** as in ¾ lb. beef liver.

VITAMINS: The **vitamin A** in 5 eggs; the **thiamine (B₁)** in 1 lb. whole-wheat bread; the **riboflavin (B₂)** in 1 qt. milk; the **niacin** in ½ lb. fresh mackerel . . . and all other members of the B-complex normally accompanying thiamine, riboflavin, and niacin.

Also try Gaines Krunchon, which is Gaines Meal compressed into tasty pellets.



Copyright 1946, by Gaines Feed Co., Inc.,
Sturbridge, N. Y.



GERTRUDE LAWRENCE IN SHAW'S PLAY IS TRANSFORMED FROM A BEDRAGGLED FLOWER SELLER INTO THIS FINE LADY AFTER SHE LEARNS "PROPER ENGLISH"

"PYGMALION"

Gertrude Lawrence adds new luster
to an old favorite by G. B. Shaw

A stage hit since 1914, and later a movie hit, *Pygmalion* by Bernard Shaw has come again to Broadway, with Gertrude Lawrence and Raymond Massey in the leading roles. The 32 year-old play still sounds so wise and funny that it makes most current comedies sound like callow squeaking.

Shaw took his title from the Latin poet Ovid, who told how a sculptor named Pygmalion created a beautiful statue and then fell in love with it. The Pygmalion of Shaw's play is a London professor of

phonetics, Henry Higgins, who picks up a poor cockney flower seller, Eliza Doolittle, teaches her to speak like an educated lady and transforms her from rags to respectability. But Shaw is less romantic than Ovid. Higgins does not quite fall in love with Eliza.

Though the present revival of *Pygmalion* owes much to Gertrude Lawrence's saucy, appealing portrayal of Eliza, it is still Shaw's famous wit that most delights the audiences (see next page).



ELIZA, a flower girl whose cockney crooning sounds like "a bilious pigeon," fascinates Higgins, a professor of phonetics (Raymond Massey).



ELIZA VISITS Higgins so that she can be taught proper English and become a lady. His startled housekeeper watches as Higgins offers the smothering girl a handkerchief.



ELIZA'S FATHER (Melville Cooper) shows up to extort £5 from Professor Higgins. He finds Eliza wearing a borrowed kimono while her dirty clothes are being burned.

G. B. SHAW FILLS HIS COMEDY WITH PARADOXICAL LOGIC AND WARM WIT

Years before he became the greatest living writer of comedy, Shaw was an ardent social reformer. "My conscience," he once wrote, "is the genuine pulp article: it annoys me to see people comfortable when they ought to be uncomfortable; and I insist on making them think. . . ." Shaw's brand of socialism never won many converts, but his wit did shock people into thinking. In *Pygmalion* he finds a mouthpiece in the highly original character of Alfred Doolittle, a chimney sweep, who admits he is one of the "undeserving poor" and openly glories in it.

Just because he is undeserving, Doolittle demands that Professor Higgins pay him £5 for using his daughter Eliza for experiments in phonetics. "I don't need less than a deserving man; I need more. I don't eat less hearty than him; and I drink a lot more. . . . What is middle-class morality? Just an excuse for never giving me anything. . . . Don't you be afraid that I'll save it and spare it and live off it. There won't be a penny of it left by Monday. I'll have to go to work same as if I never had it. It won't pauperize me, you bet.

Just one good spree for myself and the masses, giving pleasure to ourselves and employment to others. . . .

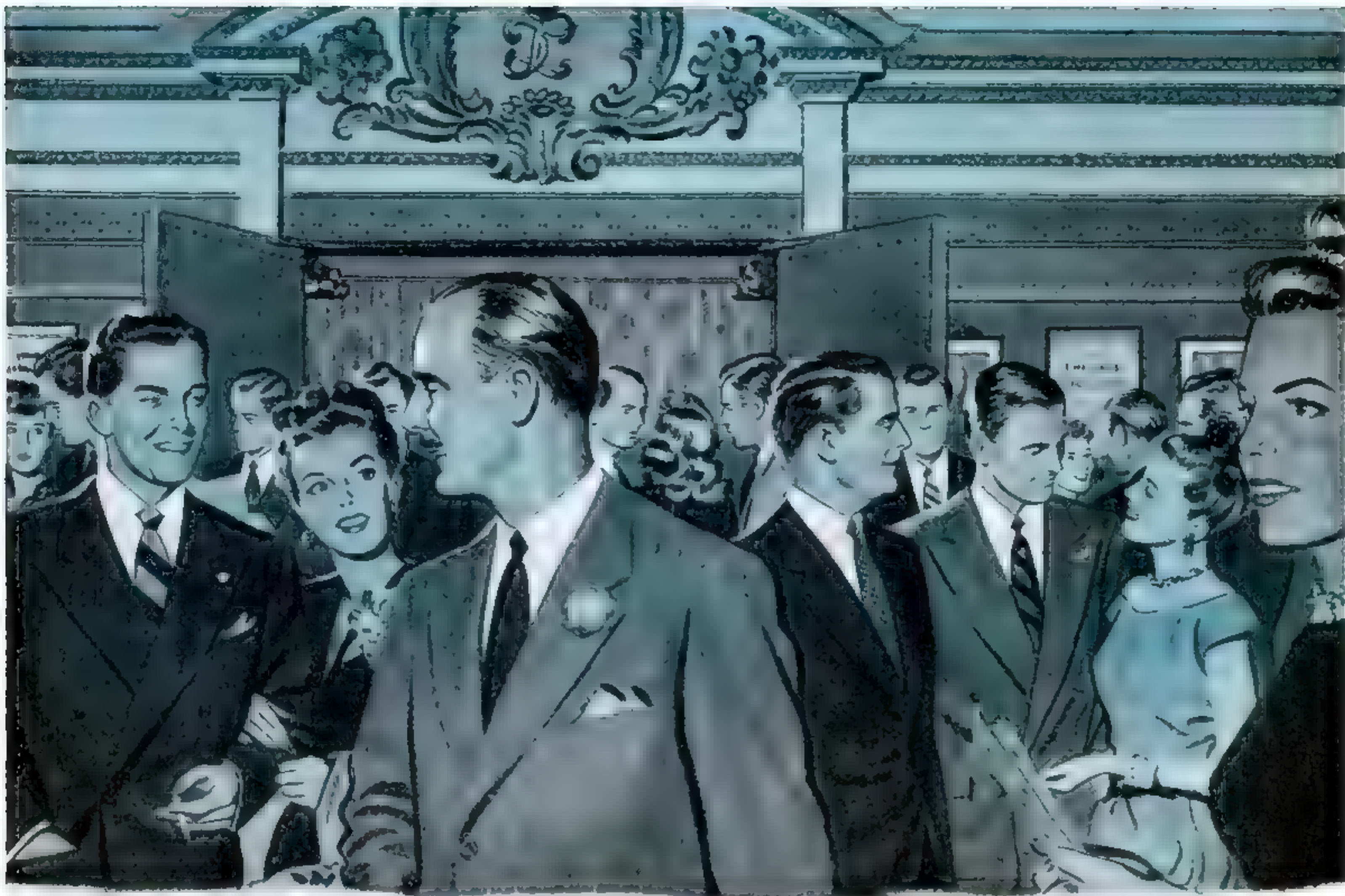
To the suggestion, "Why don't you marry that missus of yours?" Doolittle replies, "Tell her so, Governor. . . . I'm willing. It's me that suffers by it. I've no hold on her. I got to be agreeable to her. I got to give her presents. I got to buy her clothes something sinful. I'm a slave to that woman, Governor, just because I'm not her lawful husband. And she knows it, too. Catch her marrying me!" Higgins is so amused by this paradoxical logic that he gives the undeserving Doolittle £5.

But in all of *Pygmalion*, Shaw's most warmly wise words are spoken by Eliza. Resentful of Higgins' rude indifference, she turns to his gentlemanly friend, who has always treated her with courteous respect, and remarks, "You see, really and truly, apart from the things anyone can pick up (the dressing and the proper way of speaking, and so on), the difference between a lady and a flower girl is not how she behaves, but how she is treated."



AT HER FIRST TEA PARTY IN THE HOME OF HIGGINS' MOTHER, ELIZA (IN WHITE) TRIES TO TALK LIKE A GRAND LADY BUT MAKES SOME FRIGHTFUL BLUNDERS

CONTINUED ON PAGE 79



THE GREAT WHITE WAY

to a successful Appearance

Running away with the show this season are the famous Van Heusen whites. Every one is a scene-stealer, because every one focuses attention on you.

Van Heusen spotlights superior collar styling . . . handkerchief-soft fabrics . . . tapered figure-fit . . . magic needle seamanship.

Sanforized. Laundry-tested. A new shirt free if your Van Heusen shrinks out of size. You'll agree Van Heusen gives the outstanding performance in white shirts.



Phillips-Jones Corp. **O** New York 1, N. Y.

MAKERS OF VAN HEUSEN SHIRTS • TIES • PAJAMAS • COLLARS • SPORTSWEAR

Van Heusen
SHIRTS

PIPE TYPES by *cobean*



THE SAMPLER. Tobacco clerks go quietly mad when he shops. He'll consider nearly every pipe and tobacco in the store and then suddenly run off shouting: "Oops! Gotta catch a train!" But someday he'll try Briggs—and be sold for life! Here's a grand, fragrant smoke that's deep-down good!



THE TYRANT. Let someone dare touch his pipes—and there's murder in his eye! But it's even more dangerous to disturb his precious Briggs. How he loves that mellow, rich, delightful tobacco . . . Briggs is aged in oaken casks for years—extra-aged for real mildness. You'll prize it too!

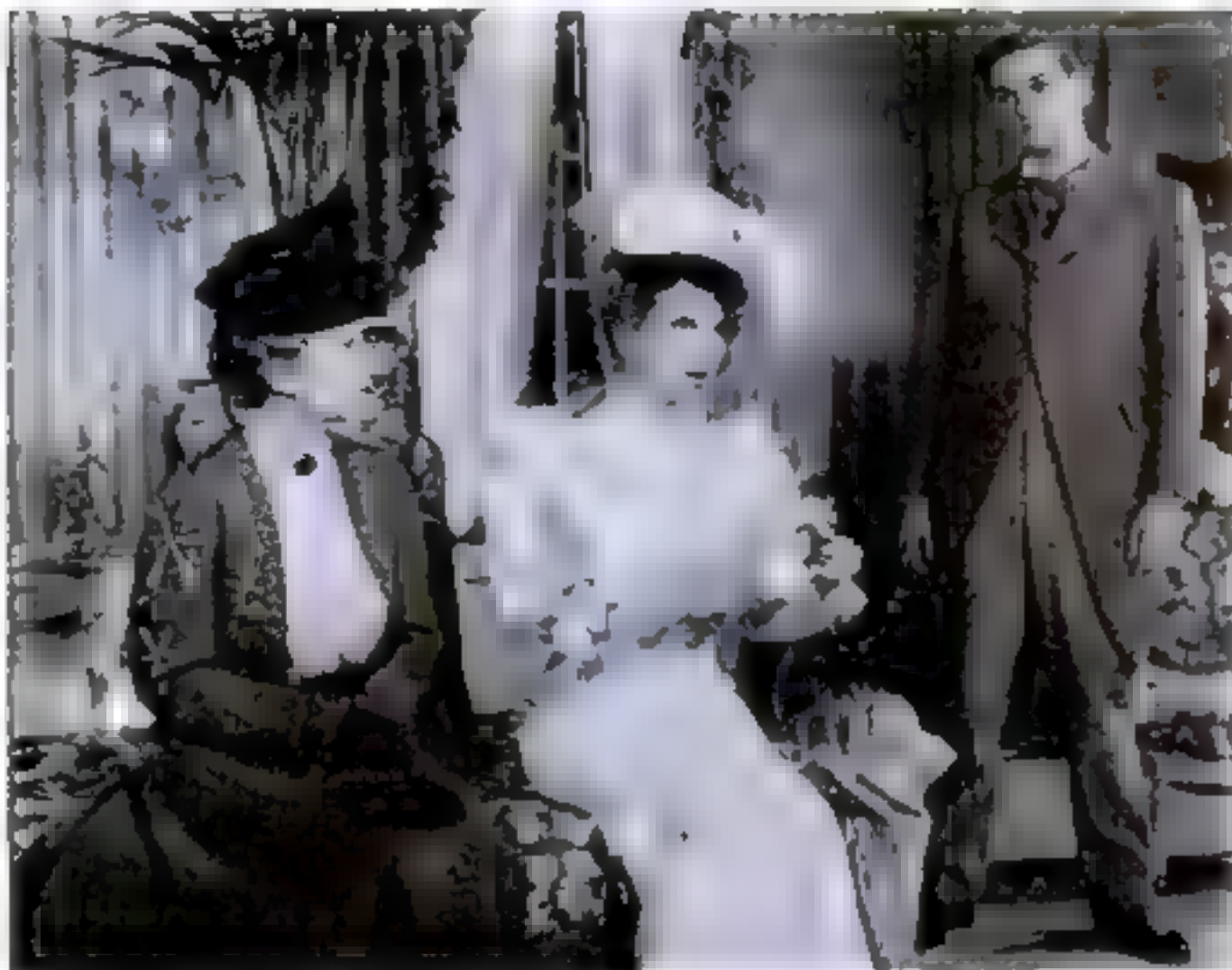
BRIGGS

A LUXURY TOBACCO
AT A POPULAR PRICE



CASK-MELLOWED EXTRA LONG FOR EXTRA FLAVOR

"Pygmalion" CONTINUED



FORGETTING HER MANNERS at the tea party, Eliza holds the guests spellbound as she describes her aunt's illness. "My father he kept lading gn down her throat till she came to so sudden she bit the bowl off the spoon."



ELIZA'S FATHER GETS RICH after inheriting money from an eccentric philanthropist. He complains to Higgins and his mother that he has been intimidated into respectability, is prey of doctors, lawyers, sponging relatives.



FULLY TRANSFORMED into a self-respecting lady, Eliza at first is hurt because Higgins loses interest in her. But here, after she declares her independence and says she is able to teach phonetics herself, his interest revives.



As she romps in the land of dreams...

This Modern Way Relieves Miseries of Her Cold!



Today, relieving miseries of children's colds is not the problem it used to be. You don't have to take needless chances with untried remedies or nasty, often upsetting doses. The modern way to relief most young mothers now rely on is pleasant-to-use, home-proved Vicks VapoRub.

When you rub warming VapoRub on the throat,

chest and back at bedtime, it starts right to work in the cold-congested upper bronchial tubes and on the skin — and keeps on working for hours as the child sleeps — to bring such comforting relief . . . Often by morning most misery of the cold is gone!

88 out of every 100 young mothers in Rochester—

As revealed in an independent survey these young mothers turn to VapoRub when their children catch colds. When you discover for yourself the



effectiveness of this modern way to relief you'll know the reason for this overwhelming preference. Be sure you get the one and only, home-tested Vicks VapoRub.

LET THE EXPERIENCE OF MILLIONS BE YOUR GUIDE

Increasing millions of people have learned to trust "Vicks," accept it as the unquestioned guide to home remedies they can put faith in. **VICKS VAPORUB . . .**

VICKS VA-TRO-MOL . . . A few drops of Vicks Va-tro-nol helps prevent many colds from developing if used in time.



VICKS MEDICATED COUGH DROPS . . . Medicated with throat-soothing ingredients of Vicks VapoRub to give you quick relief from coughs, throat irritations due to colds.



VICKS INHALER . . . Handy, easy way to make cold-stuffed nose feel clearer anytime, anywhere. Carry one with you in pocket or purse.



NOW OVER 94 MILLION VICKS PACKAGES USED YEARLY



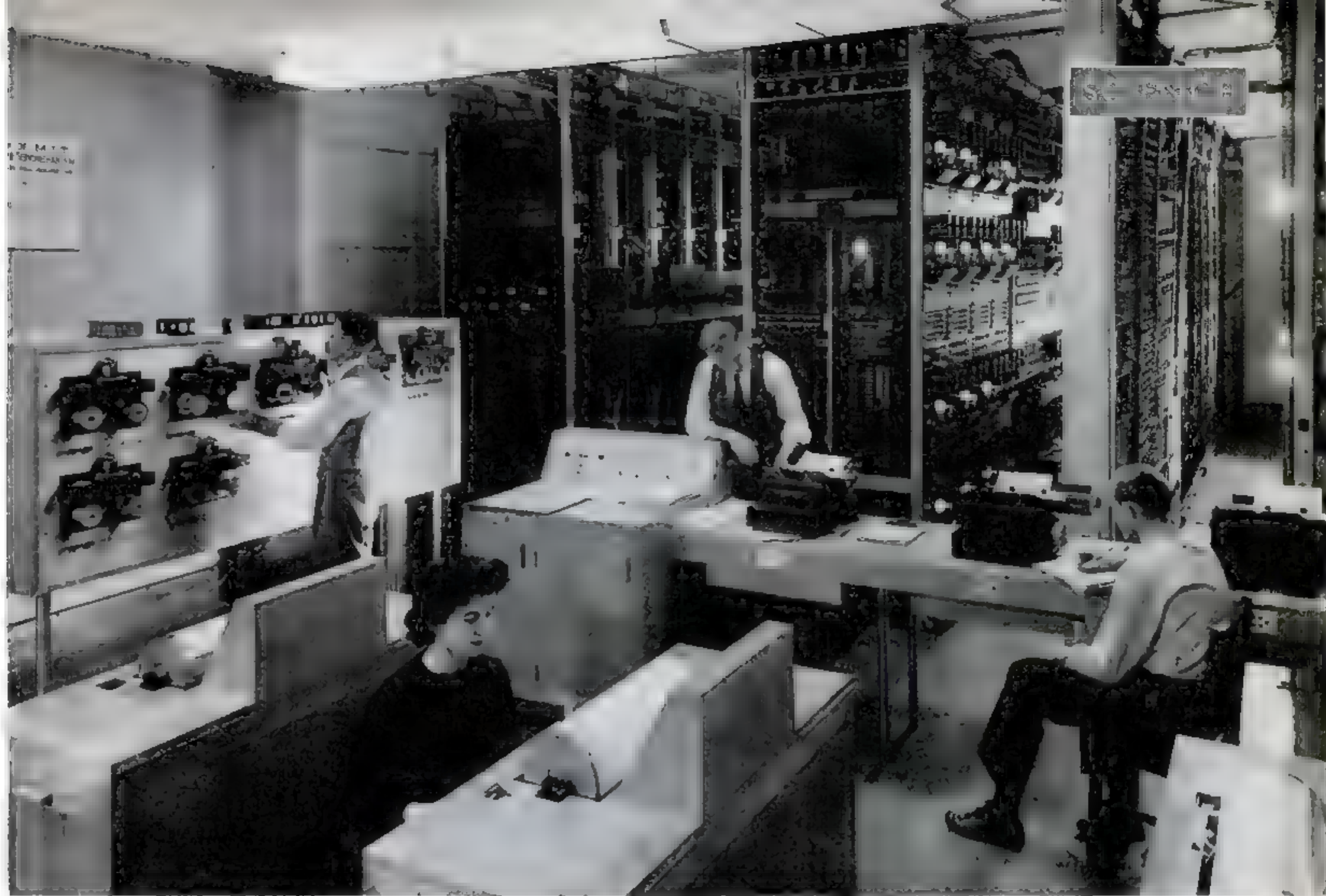
MR. FLOYD DAVIS, DISTINGUISHED ARTIST-CORRESPONDENT

For Men of Distinction... LORD CALVERT

EACH bottle of Lord Calvert is numbered and registered at the distillery. So *rare...so smooth...so mellow* is this "Custom" Blended whiskey that it has never been

produced except in limited quantities. For years the most expensive whiskey blended in America, Lord Calvert is intended especially for those who can afford the finest.

LORD CALVERT IS A "CUSTOM" BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORPORATION, NEW YORK CITY.



THE DIFFERENTIAL ANALYZER is a roomful of massive equipment. In the picture above the analyzer is quietly solving three problems at the same time. Each

problem is fed to the analyzer with punched tapes on the board at the far left. The problems are then actually solved in the banks of machinery at the rear. The an-

swers appear in one of two ways: either as columns of figures on the typewriters at center and right, or as curves on the graph-covered drums in the foreground.

THE GREAT ELECTRO-MECHANICAL BRAIN

M.I.T.'s differential analyzer advances science by freeing it from pick-and-shovel work of mathematics

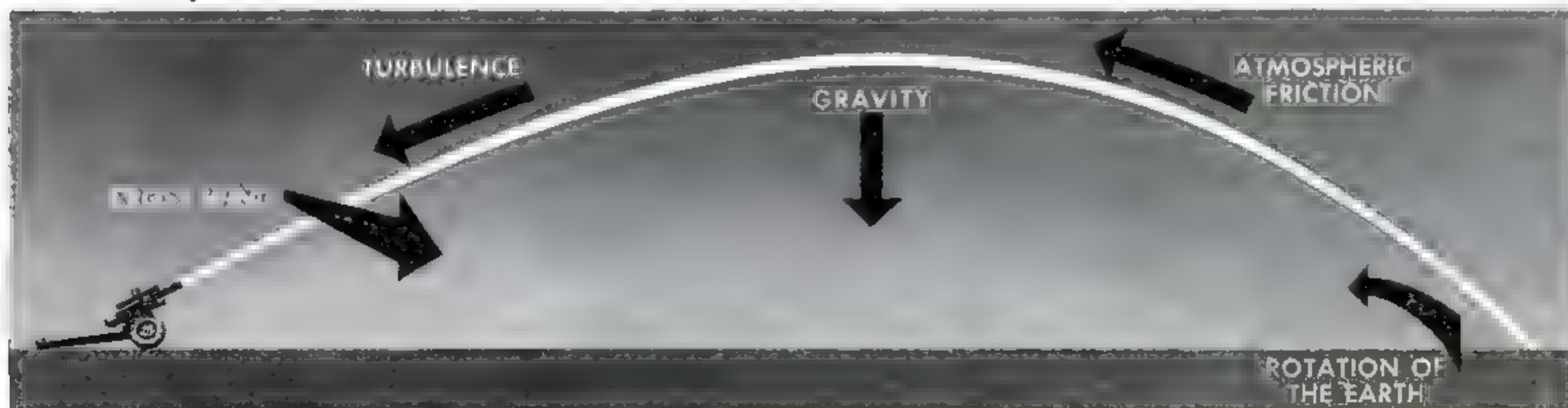
The differential analyzer is a mathematical machine which works out in a matter of hours problems which might take a brilliant mathematician weeks. In spite of its powers, the analyzer cannot solve problems the mathematician cannot do himself. But it advances the frontier of knowledge by liberating him from his everyday equations for more creative work.

All differential analyzers are direct descendants

of a modest machine built in 1930 at the Massachusetts Institute of Technology by Dr. Vannevar Bush, then professor of electrical engineering and now director of the Office of Scientific Research and Development. The latest offspring of the original machine is a 100-ton monster also built at M.I.T. Unveiled recently, M.I.T.'s new analyzer has been working at war problems since 1942.

The differential analyzer is basically concerned

with mathematical problems which have one or more variables, i.e., factors which change constantly in relation to each other. A classical example of such a problem is the flight of a shell, which is influenced by a large number of variables (see drawing below). During the war the new M.I.T. analyzer, which can handle problems with up to 18 variables, has been implacably working out the trajectories of shells for all Navy guns.



TYPICAL ANALYZER PROBLEM is to plot the flight of a shell from the muzzle of an artillery piece to the point where it lands. The drawing above illustrates

how this problem is enormously complicated by changing factors. Given information about each of these variables on its punched tape, the analyzer shortly gives

the position of the shell for every foot of its journey. This result will be shown either in figures or in a curve which is the actual profile of the shell's trajectory.



A BANK OF ELECTRONIC TUBES shows a few of 2,000 tubes in the entire analyzer. The new analyzer's principal improvement on Dr. Bush's mechanical original is that it combines both mechanical and electronic systems.



CONNECTING WIRES run 200 miles in their convolutions through the analyzer. The analyzer also contains 150 electric motors and some thousands of electric relays. At far end of the corridor above is John Lef, who is research associate in charge of the machine.



ASSISTANT MAKES DIAGRAM of analyzer parts to determine which will be used in working out a specific equation. Although machine itself solves problems in less than half an hour, preparing equations takes four to ten hours.



PUNCHED TAPE IS FED into the analyzer by Technician Sheila Conway. After parts which are to operate in an equation are determined, tape is punched in a special code to start them working correctly. Each problem is given to the analyzer on three separate tapes.

CONTINUED ON PAGE 78

Year after year...the most popular



Millions have made Dr. Lyon's the most popular tooth powder...year after year

They must believe

It does something special for their teeth that no other tooth powder does. They must be convinced that no dentifrice cleans teeth more pleasantly, thoroughly or beautifully than Dr. Lyon's Tooth Powder.

That's why Dr. Lyon's is helping to make more teeth lovely...more smiles beautiful...than any other tooth powder.

Start the new year bright! Try Dr. Lyon's Tooth Powder and see what it can do for you. See how it can help bring out the natural sparkle of your teeth in a way you may never have thought possible.

Once you try Dr. Lyon's Tooth Powder you'll understand why...year after year...it remains America's Number One Tooth Powder.



Taste

how pleasantly Dr. Lyon's refreshes your mouth. You'll say it's the most delightful flavor you ever enjoyed in a dentifrice. And the fresh, clean flavor really lasts.



Feel

how thoroughly Dr. Lyon's cleans your teeth. A practicing dentist first developed Dr. Lyon's from the best-known ingredients for cleaning teeth.



See

how beautifully clean your teeth are, thanks to Dr. Lyon's. For Dr. Lyon's polishes as it cleans. How you'll thrill to the admiring glances your radiant Dr. Lyon's smile wins.



DR. LYON'S

America's Number One Tooth Powder



An entirely
new fabric from
the Milson
collection...
50% ARALAC,
50% rayon. It
has the soft,
fine texture of
French challis. A
Natalie Renke
design.

its
Aralac

EQUATIONS

$$\frac{d^2x}{dt^2} = -E \frac{dx}{dt}$$

$$\frac{d^2y}{dt^2} = -E \frac{dy}{dt} - g$$

$$V^2 = -2[\int V^2 \cdot E dt + g \cdot Y]$$

$$E = \frac{J_6(\epsilon^{KY} \cdot V^2) \cdot \epsilon^{-(h+\frac{k}{2}) \cdot Y}}{C}$$

$$h = 9.473 \times 10^{-5}$$

$$k = 2.22 \times 10^{-5}$$

INITIAL CONDITIONS

$$V_0 = 2400; \phi_0 = 40^\circ$$

$$X_0 = Y_0 = 0; C = 3.5$$

BEFORE ENTERING ANALYZER, differential equations for the flight of a shell are drawn up. Constants of any shell's flight are contained in the equations at the top. Conditions of the individual problem are at the bottom. These are broken down into special equations for the analyzer, put on tape.

083165
083164
044009
070274
070274
107681
014664
014662
071315
071315
107681

M. L. T. DIFFERENTIAL ANALYZER #2

Run No. 338 RDA No. 163 Ed. No. 3

Date 11/20/45 Time 4:15

00000	00000	10000	08317	01466	07131
00500	00413	10069	08193	01284	06875
01000	00820	10128	08075	01106	06641
01500	01221	10179	07964	00932	06427
02000	01616	10222	07858	00759	06230
02500	02006	10255	07756	00590	06049
03000	02392	10281	07659	00422	05882
03500	02773	10298	07565	00257	05729
04000	03148	10306	07475	00094	05587
04500	03520	10307	07387	-00067	05456
05000	03887	10300	07303	-00226	05336
05500	04250	10285	07220	-00383	05226
06000	04609	10262	07139	-00539	05125
06500	04964	10231	07061	-00693	05032
07000	05315	10193	06984	-00845	04948
07500	05663	10146	06909	-00996	04871
08000	06006	10093	06835	-01145	04801
08500	06346	10032	06763	-01293	04739
09000	06683	09964	06692	-01439	04683
09500	07016	09888	06622	-01584	04634
10000	07345	09805	06553	-01727	04590
10500	07671	09715	06485	-01870	04553
11000	07993	09618	06417	-02010	04520
11500	08312	09514	06351	-02149	04494
12000	08628	09403	06285	-02287	04471
12500	08941	09285	06220	-02423	04454
13000	09250	09161	06155	-02558	04441
13500	09556	09029	06092	-02691	04433
14000	09860	08892	06028	-02823	04429
14500	10160	08747	05965	-02954	04426
15000	10456	08596	05902	-03082	04431
15500	10749	08439	05840	-03210	04439
16000	11040	08275	05777	-03336	04449
04449	16500	11327	08105	05716	-03460 04462
17500	11893	07747	05593	-03703	04497
18500	12446	07365	05470	-03940	04543
19500	12987	06959	05348	-04170	04597
20500	13515	06531	05226	-04393	04659
21500	14032	06080	05104	-04608	04727

ANALYZER'S ANSWER is typed out in cryptic columns of figures. Six tall columns show time of flight in seconds, horizontal distance traveled, vertical distance traveled, horizontal velocity, vertical velocity, square of velocity. These may be determined for any particular second merely by reading across.



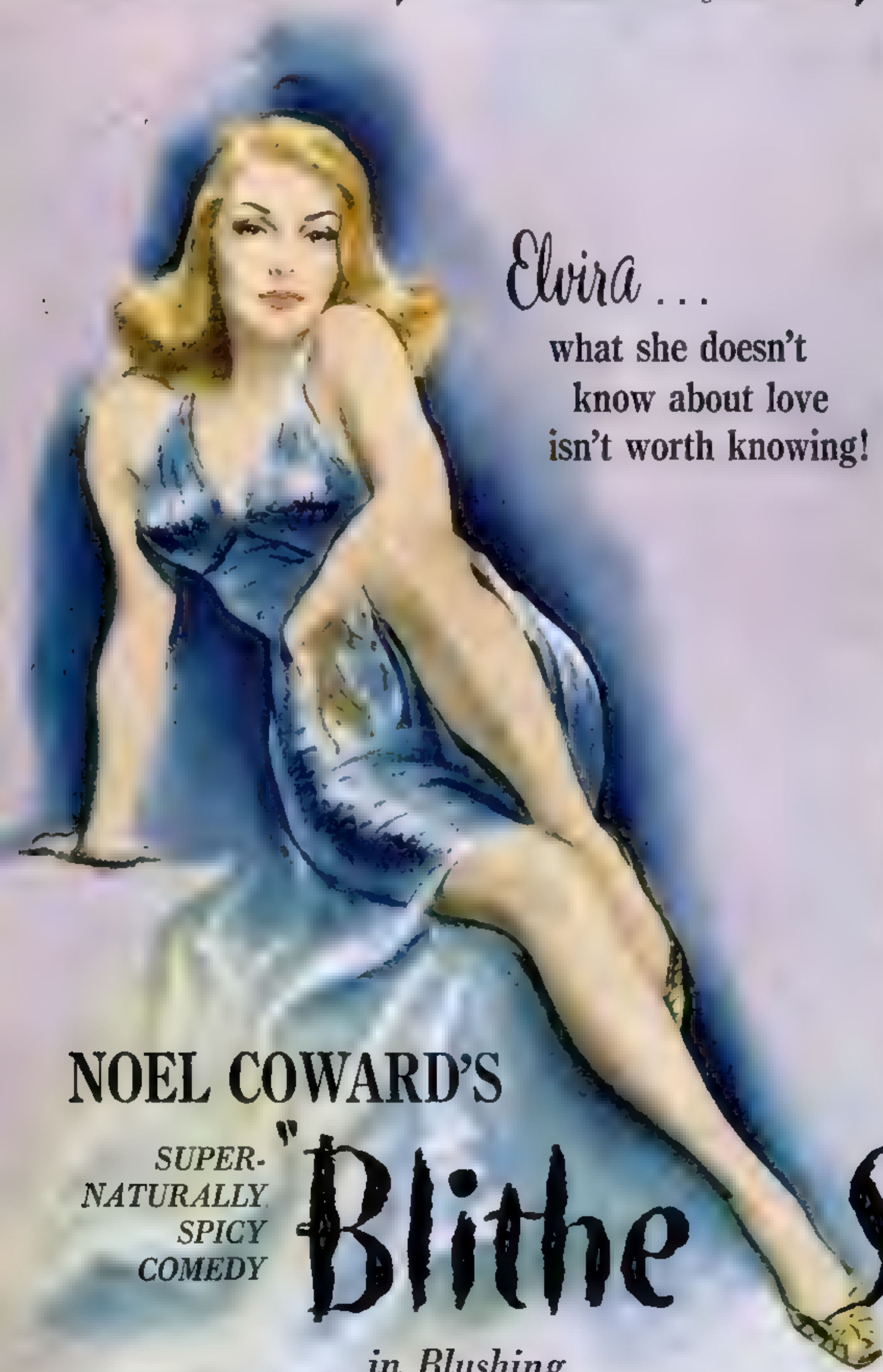
It all starts as the most *innocent* evening
...And turns into the most mischievous



matrimonial situation in the history of
love! Because when a girl like ELVIRA



has been in a man's life...she can come
back into it any time she wants to... And



Elvira . . .

what she doesn't
know about love
isn't worth knowing!



when she does...she takes up where Eve
left off...when it comes to tempting...



and alluring...And you can't expect a
man's wife to like that! But you can



look forward to an evening that turns
into a night you'll never forget . . .

NOEL COWARD'S

*SUPER-
NATURALLY
SPICY
COMEDY*

"Blithe Spirit"

*in Blushing
TECHNICOLOR*

with
REX HARRISON • CONSTANCE CUMMINGS
KAY HAMMOND and MARGARET RUTHERFORD
A TWO CITIES FILM • RELEASED THRU UNITED ARTISTS

The 2-year hit which rocked the London and New York stage with laughter is twice as amusing on the screen.



"I've noticed that the people who go in for rugged winter sports are usually hearty and cheerful. So it's easy for you to become a part of the bunch, if you're pretty much the same type."

"fresh up with Seven-Up!"

KEEP SMILING

The picture below could very well be a skier's dream of the end of the last run of the day. For when the sport is over and the crowd is gathered 'round a crackling fire, you'll find 7-Up in the center of the circle. For 7-Up sheds its cheerful spirit over any gathering just as the fire sheds its light.

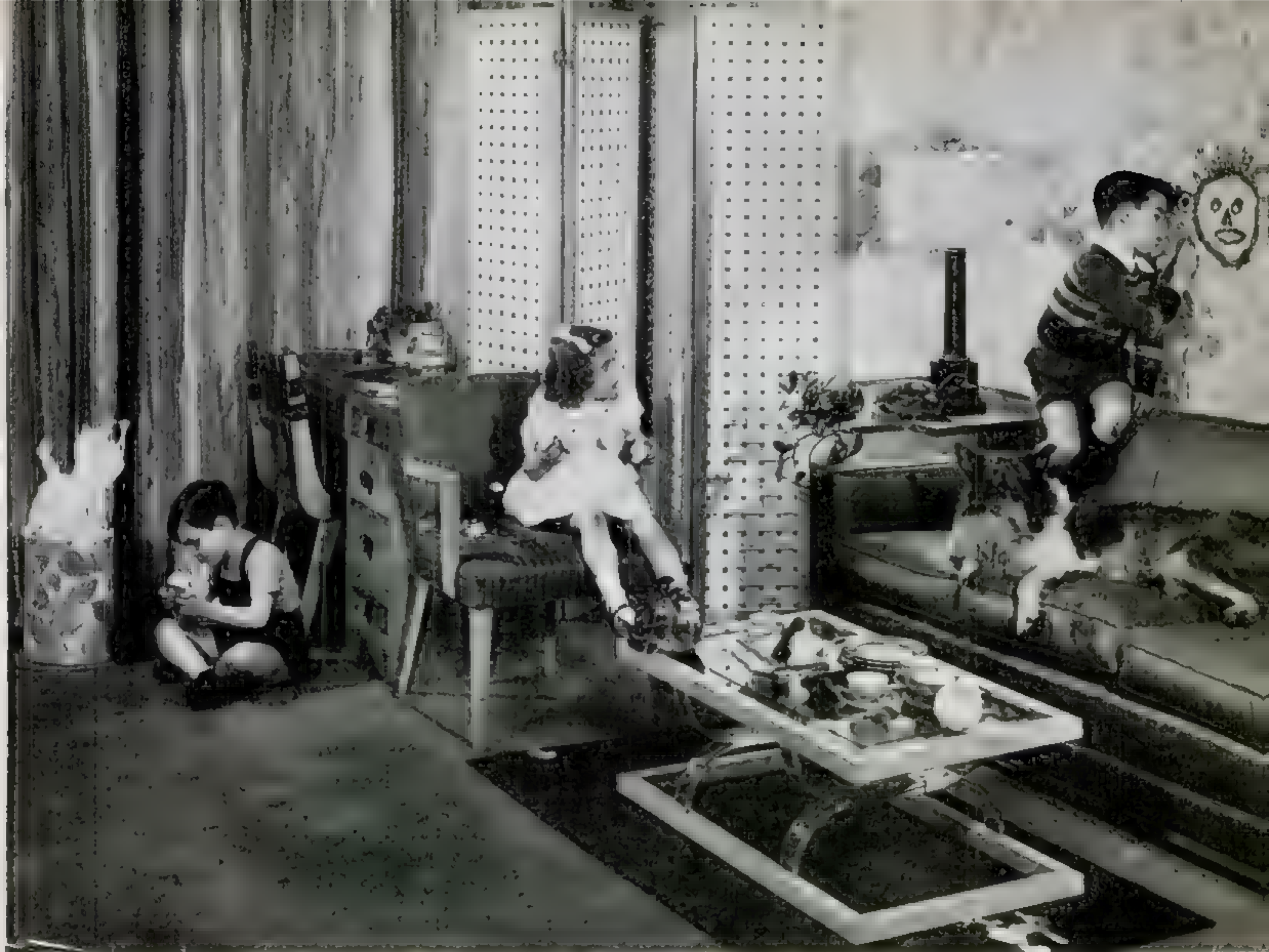
In fact, millions of Americans have found that their own dispositions gain pleasantness from the pleasant company of this fresh, clean-tasting drink. This soaring national popularity explains why you're never far from a place where you can "fresh up" with 7-Up. Just stop at the nearest store displaying the 7-Up signs.



you like it...it likes you

Laugh with
The "Fresh Up" Show,
starring Bert Wheeler,
Mutual network
Every Wednesday evening.
8:30 ET-7:30 CT
6:30 MT-5:30 PT

COPYRIGHT 1946 BY THE SEVEN-UP COMPANY



MOTHER'S NIGHTMARE WAS SET UP TO DEMONSTRATE TOUGHNESS OF NEW PLASTICS. IF THIS WERE USUAL KIND OF ROOM, KIDS WOULD BE DOING \$150 DAMAGE

INDESTRUCTIBLE ROOM

New plastics protect walls, furniture and rugs from ravages of kids and dogs

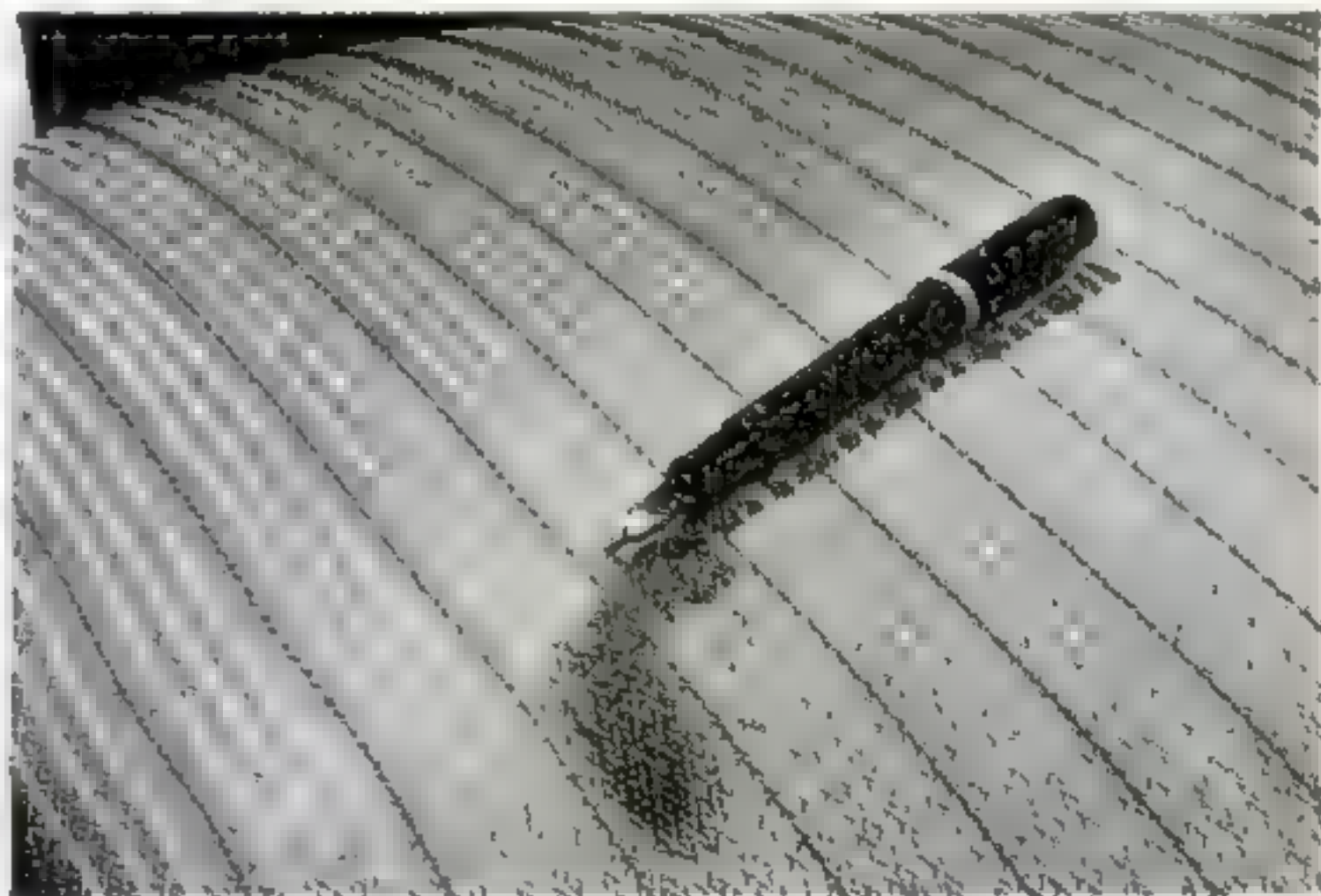
The living room above is suffering the onslaughts of three normally destructive children and a muddy dog. They are setting fire to draperies, spilling custard on a chair, scribbling on wallpaper, dirtying the sofa and having upset a cream pitcher on the table. If this were an ordinary room it would be in terrible shape in no time at all. But this is an indestructible room; the draperies cannot burn; the upholstery, the wallpaper and the cream-

stained rug can be wiped clean with a rag.

This room owes its durability to three new, highly resistant plastics, Velon, which is a plastic fabric, is used for draperies, rug and furniture covering. Varlon, a plastic wallpaper, covers the walls. Plexon is used for screen and lampshade. By midsummer distraught U. S. housewives will be able to buy all three and with them cut down the wear and tear on their homes and on themselves.



FACE COMES OFF wall with swipe of soapy cloth. Varlon, which is made by United Wall Paper Factories, Inc., is expensive, will sell for 10¢ to 15¢ a square foot.



INK ON CHAIR covered in Velon can easily be washed off. Velon is made by Firestone Tire and Rubber Co. Cost of covering an overstuffed chair with it is about \$30.

BING CROSBY

starring in Paramount's

new hit film

"ROAD TO UTOPIA"

"How to handle parents"

by "Der Bingle"



"Parents are positively people! Try to remember, they have a lot of problems—and of course I don't mean you! When did hides your lipstick, or Mom insists that you take sad sack Elsie to the Prem, don't pout! . . . speak out. Give 'em the benefit of the doubt . . . they want to understand."

"All parents are strong characters. But you'd be surprised how they respond to kind treatment. Give 'em a little gush when they do something solid. (Crosby kids please note!) Remember, you'll be a parent yourself some day!"

Bing's little message is one of a series presented by Fleer's in the interest of better understanding among families, friends and nations.

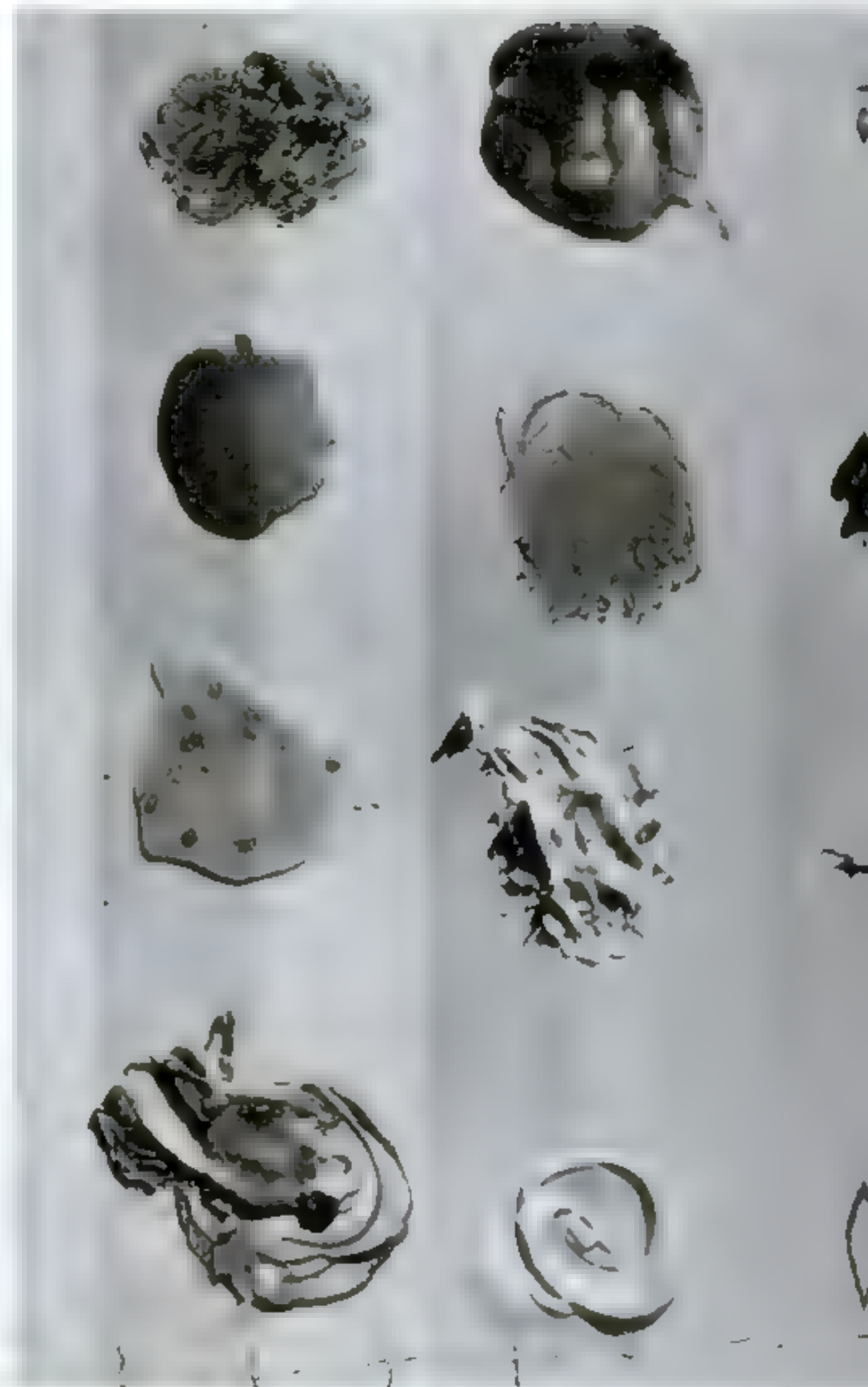


Have you tried Fleer's, the delicious, delightful gum with the refreshing peppermint candy coating? It's candy and gum, too! Twelve delightful pure white pieces. Pop 'em out at a time from the handy green and white package. For a box of Fleer's today!

Frank H. Fleer Corp., Phila.
Established 1885

Chewing gum in its nicest form!

Indestructible Room CONTINUED



RESISTANCE TO STAIN of Varlon wallpaper is demonstrated above. Place box, piece of Varlon are (left to right) top row: shoe polish, tomato cat-soup, cough-syrup, gravy, furniture polish; second row: varnish, oil, on jelly.



DRESS OF VELÓN has the same qualities as heavier upholstery. Here a glass of red wine has been spiled on skirt. It cannot stain fine plastic threads.

William Benton

The country's No. 1 No. 2-man, an ex-advertising executive with a Midas touch and the glands of a nervous terrier, is now Assistant Secretary of State with the job of selling America to the world

by MILTON MAYER

One of the firmest roots of America's mythos is that every little boy can grow up to be president. Another widely cherished belief is that vice presidents are *per se* somewhat comical, as witness a tiresome number of jokes about them. William Benton has reversed this normal order of things. He never wanted to be president of anything, let alone the U.S. But judging by his actions, he has a compulsion to be vice president of everything. Until a few months ago, when he joined the State Department and put his private and other public affairs behind him, he was vice chairman of the Committee for Economic Development (chairman, Paul Hoffman), vice president of the University of Chicago (president, Robert M. Hutchins) and vice chairman for the U. S. of the Inter-American Development Commission (chairman, Eric Johnston). Now he is Assistant Secretary of State (Secretary, James F. Byrnes).

Benton, who has probably had as many bosses as any important man in the country, has this to say, "Every young man ought to be his own boss. The fellow who strikes out for himself and fails ten times will always come up for the eleventh. But the fellow who always works for somebody else never learns how to stand on his own two feet."

If this sounds incongruous, it is just one of a dozen incongruities that add up to William Burnett Benton, who shortened the Burnett to B. because he didn't have time to write "Burnett" and then dropped the "B." because he didn't even have time for a middle initial. That a man who doesn't have time should turn up in the leisurely State Department is an incongruity in itself.

He has a vice-president complex

But some of the incongruities are more apparent than real. America's No. 1 No. 2-man means what he says about going into business for oneself; he did it, made a fortune at it, retired at 35 and then went into vice-presiding, vice-chairmaning and assistanting. And the appointment of a whirlwind advertising man to one of the highest positions in the State Department makes some sense when you know what the job is.

When Mr. Truman, on Aug. 31 last, called for "informational activities abroad as an integral part of the conduct of our foreign affairs," he

called upon the U. S. to sell itself in the ideological market of the world. Accompanying the establishment of the Division of Public Affairs was a directive to give the world "a full and fair picture of American life and the aims and poli-



BENTON WAS SWORN IN as Assistant Secretary of State by James McKenna (right). Dean Acheson, Acting Secretary of State, was a witness.

cies of the United States Government." As assistant secretary in charge of this program, Benton thus becomes, Congress *volente*, America's first propaganda minister, charged not only with spreading the American faith abroad but also, insofar as foreign relations are concerned, at home.

Now "propaganda," like "spit" in the old Cremona ads, is a horrid word. True, government propaganda flowered with modern totalitarianism under Mussolini, Stalin and Hitler. But lest we suppose that government effort to promulgate revolution, counterrevolution or the *status quo* is either modern or totalitarian, we may refer to a piece of widely broadcast government propaganda of a century and a half ago, whose authors announced that "a decent respect to the opinions of mankind requires that they should declare the causes. . . ." The date of that piece of government propaganda was July 4, 1776.

So Benton's biggest advertising campaign yet—the U. S. A.—is not a move in the direction of fascism. It is, however, a step toward governmentalism; a recognition that, happily or unhappily, the struggle for parliamentary institutions cannot be left, as Benton puts it, "voiceless except for diplomatic exchanges and the erratic interplay of private communication." It means the emergence of the American government in peacetime psychological warfare, through the

whole wartime paraphernalia of newsreels, short-wave broadcasts, foreign language magazines, exhibits and international exchange of technicians, scholars and scientists.

If governmentalism has got to be the order of the fearful new world, it is probably a blessing that the man most concerned with governmental propaganda is one who does not much like controls, either public or private. Individual—not corporate or national—independence is the only thing that makes life worth living for Benton. He loathes fascism because it swindles men out of their souls with the promise of nothing but security. Bankers and lawyers turn him violently purple. "Those fellows don't want to produce, they want to preserve," Thurman Arnoldism, on the other hand, turns him pleasantly pink. For ten years he has been hammering at patent agreements, cartels, union initiation fees and natural resources monopolies because they "bind the individual."

Free enterprise—the system of take a flier, shoot the works, bet on the long ones—worked for the Minneapolis teacher's son whose widowed mother took him out to Montana when he was 13 to homestead 25 miles from the nearest railroad. Elma Hixson Benton wanted her son to be a preacher or a teacher like all his ancestors for generations back. Young Bill Benton, like the rest of the Yale boys of '21, was hell-bent for the fleshpots of business. "If you won't go into a respectable profession," his mother wrote him, "at least you could be a lawyer." She told him she had enrolled him in the Harvard Law School, but Benton had inherited his mother's willfulness; instead of going to Harvard he grabbed a job in a New York advertising agency.

His mother was unimpressed

He wrote his mother back in Minnesota that he was working for an agency which advertised So-and-So breakfast food, This-and-That oranges and Such-and-Such toilet soap. "I don't think much," his mother replied, "of anybody who says that Such-and-Such soap is a good soap." Elma Benton never quite forgave her son until the day, many years later, she read in the papers, "SAYS HE'LL MAKE MILLION BY 35 AND QUIT: DOES IT."

Along the road to the million Benton kept re-discovering that he would have to go into business for himself if he was ever going to be a vice



Be Lovely to Love

You'll never worry about staying sweet and dainty if you use Fresh.

Fresh, new cream deodorant, stops perspiration worries completely.

Fresh contains the most effective perspiration-stopping ingredient known to science.

Fresh stays smooth...never gritty or sticky...doesn't dry out.



BENTON'S ASSISTANTS are quite unlike their high-tension boss. William Stone (left) is phlegmatic but firm. John Howe (right) is a cautious adviser.

WILLIAM BENTON CONTINUED

president. In 1926 he was fired from his \$12,000 job as head copy writer for the agency that said that Such-and-Such soap was a good soap. "Why did they fire me?" he asked a colleague. "Because," said the colleague, "one of the big clients was sore and somebody had to be fired. The boss wasn't going to fire himself, so you got caught in the middle."

Three years later he was getting \$25,000 a year at Lord & Thomas, when he decided he had better be getting into business for himself; he was already a doddering old man of 28. When he told Albert Lasker, head of the company, he was going to quit, the advertising tycoon offered him \$50,000 to stay. "I knew I wasn't worth \$50,000 a year to anybody," says Benton, "but I suddenly realized that Lasker wouldn't have offered me \$50,000 if he wasn't sure of making \$25,000 on me. I figured I might as well make it on myself."

He opened his advertising agency shortly before the 1929 stock-market crash. Ten months after he and Chester Bowles sent out their first circulars, their total assets, including office furniture and goodwill, were minus \$2,000. When Benton retired on his 35th birthday, Benton & Bowles was doing an annual business of \$15,000,000. Benton was drawing \$250,000 a year.

Benton insists it is a myth that he ever said he would make a million and retire. But he does admit that from the first day he went into it, he planned to get out of the advertising business at 35. "A man ought to get out of the business he's in at 35 or 75," he says. "After 35 it's too late to get a running start in something new. At 35 a man is still able to tackle anything." And again, "A man ought to change jobs once every ten years. He runs out of ideas if he doesn't. He begins to rust."

He works a round-the-clock schedule

Some of Benton's friends thought he was crazy to throw away what looked like one of the biggest futures in the advertising business. Others thought it would have been all right to quit if only he knew what he was going to do with himself. "My answer to the second objection was that I'd never had time to plan to do anything; for ten years I'd been working 365 days and 265 nights a year. My answer to the 'big future' argument was that I wasn't worried about my future. I had a craft. My tool kit's my head and my office is my hat. If I ever get fired working for somebody else,

CONTINUED ON PAGE 28



PRIVATE LIFE



Everyone's in love with Celanese® Jersey for modern lingerie! Made of synthetic yarn, this beautiful fluid fabric won't stretch out of shape, is easy to wash, almost fast as a hankie to dry. And it's guaranteed not to run. Being on intimate apparel terms with fine stores throughout the country, without prying we see that more and more women are demanding the Celanese Jersey label in their private life. Found in leading brands of knit lingerie.

Celanese Corporation of America, N. Y. 16

*Reg. U. S. Pat. Off.

IN CELANESE® JERSEY OF SYNTHETIC YARN

I'll get a room in a cheap hotel, paste my card on the door, grab the telephone and be in the advertising business again." All Benton asks for his two sons—Charles is 14 and John 3, with the 8-year-olds, Helen and Louise, in-between—is that they be craftsmen of some kind. "When a business folds up, the high-priced executives fold up with it. The craftsman just moves on and shows what he's got."

The day after Benton's retirement from the advertising business was announced in 1936, he came down to his office to find a letter from his Yale classmate, Robert Hutchins. Half an hour later he got a telegram from Hutchins, an hour later a telephone call from Hutchins, and that afternoon Hutchins walked in. "What are you going to do?" asked Hutchins. "I don't know," said Benton, "but first I'm going to visit the Orient. I might," he added, thinking of Elma Benton back in Minnesota, "go into missionary work." "I remember," said Hutchins, "that your mother always wanted you to be a preacher or a teacher." Benton nodded. "Well," said Hutchins, "how would you like to be vice president of the University of Chicago?" And that is how Bill Benton got to be a vice president—or rather, how he started collecting vice presidencies.

The cloistered campus of a great university was a strange place to breathless Bill Benton. Before he actually took the job he dictated a book—not a memorandum, but a book—on all the big things a university could do to endear itself to the public. (Among other things, he suggested the university change its name.)

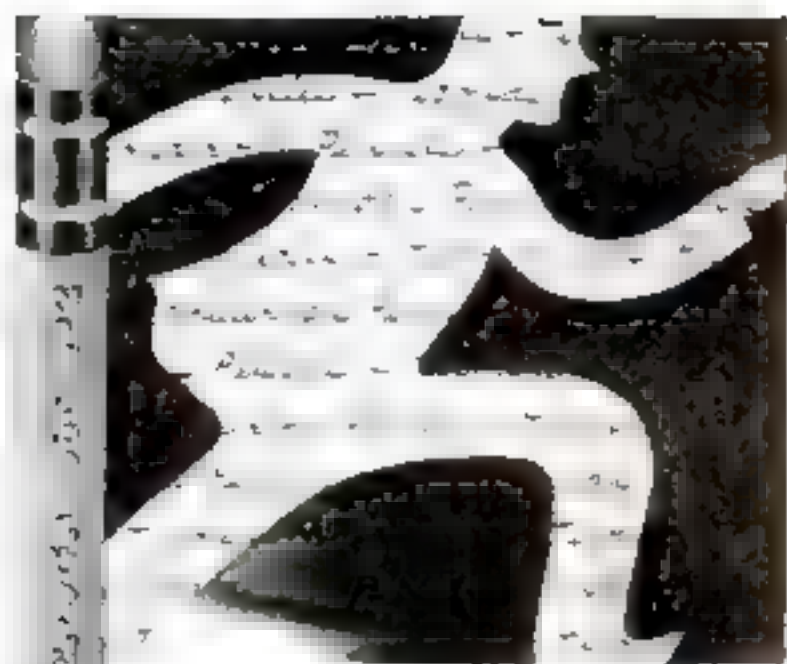
What interested him in coming to Chicago was not putting the university on the front page—which, by the way, he did—but developing two great new media of education, radio and motion pictures. Chicago was the nation's pioneer in both educational movies and educational radio. His first day at the university, in addition to asking how he could meet Al Capone, Benton dictated a detailed memorandum asking the Rockefeller Foundation for a \$4,000,000 grant for experimentation in classroom films. He had to bide his time for five years on classroom films, but the *University of Chicago Round Table* became the most successful adult educational program in the history of radio, snapping up annual awards as the best show of its kind. With characteristic unembarrassment, Benton put himself on the *Round Table* on such diverse subjects as censorship, cartels, postwar air, American-British relations, the common man and the conditions of peace. At first taking the role of an observer, he discovered, in time, that he was as wise as most professors and wiser than some. By the time he left Chicago he had developed a speaking acquaintance with basic political and economic issues.

He bought an encyclopedia

In 1943 Sears, Roebuck & Co. decided to get rid of the Encyclopaedia Britannica, Inc., which it had bought after World War I. Sears's chairman, General Robert E. Wood, suggested that the University of Chicago was the proper custodian for the Britannica. Sears's directors and stockholders agreed to give it to the university, lock, stock and barrel. But the university was hesitant. Benton, a close friend of General Wood, pushed the project and grew more and more impatient as the university's conservative trustees hemmed and hawed about committing the school to so colossal a risk. Risk-taking Bill Benton finally could not stand it any longer. He put up the working capital (said to be \$100,000) out of his own pocket and accepted part of the stock, with the provision that the university could buy it back from him at cost.

Britannica gave Benton the elbowroom he wanted. The company at once sponsored a radio show called *The Human Adventure*, with Britannica money and University of Chicago build-up. The faculty was also enlisted for editorial consultation in the revision of articles. A five-year project to publish the "great books"—the core of Hutchins' educational program—was undertaken. A survey of possible postwar foreign editions of the Britannica got under way, together with projects to publish a Britannica Bible and an Encyclopaedia of Music in book and record form.

And then Board Chairman Benton took Britannica into the field of educational movies. He bought Erpi Classroom Films from Western Electric and merged it with Eastman Kodak's Classroom Films Division, which Eastman gave him. He figured they would



MOST FOLKS ARE IN A HURRY!

Want more speed with less haste? Use Ticonderoga! You'll like its touch. Easy on the hand—no push, no effort. Easy on the eyes—makes clean, definite marks. And—if you must err now and then—there's Ticonderoga's handy rubber eraser firmly locked in plastic.

Look for its modern green plastic ferrule with double yellow bands. That's

TICONDEROGA

Joseph Dixon Crucible Co., Dept. 43-J1, Jersey City 5, N. J.
Canadian Plant: Dixon Pencil Co., Ltd., Newmarket, Ont.

The time HAS COME!

The watch you've been waiting for is back again—lovelier, more accurate than ever! If your jeweler is momentarily out of just the style you want, remember—more and more Hamiltons are on the way. Price \$41.50 and up, including tax. For descriptive booklet write Hamilton Watch Co., Dept. B-1, Lancaster, Penna.



HAMILTON

America's Fine Watch

Makers of "The Watch of Railroad Accuracy"

ANCO RAIN-MASTER "Dead-Locker" WINDSHIELD WIPER ARMS and BLADES

BLADE SNAPS ON... STAYS PUT

FINGER RELEASE



CAN'T FALL OFF CAN'T BLOW OFF

(A war-born invention—by ANCO—first for military aircraft—now for your car.)

DON'T SHOOT YOUR GAS-PUMP MAN!

He's doing the best he can. Sure, he knows how dangerous it is for you to drive your car... in stormy weather... with your dull old windshield wipers that smear and smear. He'd gladly put on for you quickly a pair of keen new ANCO RAIN-MASTER Wiper Blades and Arms. He has them—Newest Models! But he forgets to remind you? Too busy? You can't shoot him for that!



PATENTS MAKE JOBS

After all, it's your car to protect. So you remind him. Get RAIN-MASTERS... patented features... original equipment on many makes of high grade cars and trucks... used in war—on our fighting tanks and trucks and ships and bombers too... because ANCO RAIN-MASTERS clean quicker, clean cleaner... last longer. May save you a costly smashup.

Ask for RAIN-MASTER Windshield Wiper Arms and Blades next time you buy gas.

THE ANDERSON COMPANY
Established 1928
GARY, INDIANA

Take 1

Count 2

Two seconds! That's all it takes for JESTS to start their

FAST RELIEF FROM Acid Indigestion, "Gas," Heartburn, Sour Stomach*



10c A ROLL

TAKE A Mental Shower

NoDox Awakeners keep you mentally alert. Refresh your mind mid-morning, afternoon, night, whenever sleep threatens. Quick-acting. One tablet effective 2 to 4 hours.

HARMLESS AS COFFEE

TRY



25¢ AT YOUR DRUGGISTS
Over fifty million sold since 1933
Send 10c for trial size NODOZ AWAKENERS
DEPT. F-30
TRIBUNE TOWER
OAKLAND 12, CALIF.
Offer Valid After Feb. 4, 1944

KILLS ROACHES WATERBUGS • SILVERFISH • CRICKETS

Insects eat the bait in the protein and the. Can't be blown or tracked. food, etc. Extra long lasting. 8c drug, grocery, department, feed stores, etc. If yours has none send \$1 for 3 pigs, postpaid.
DeSoto Chemical Co., No. 1 Day St., Arcadia, Fla.




IT HAPPENS WITHIN
Two seconds—



Within two seconds after zooming out of dreaded Shady Corner on Lake Placid's Olympic Run, bobsled teams hit the amazing speed of 70 m.p.h....

Within two seconds after you take it, Bayer Aspirin actually starts to go to work, to bring you



 The reason Bayer Aspirin gives amazingly fast relief from ordinary headaches is demonstrated above. To make this test, simply drop a Bayer Aspirin in a glass of water and "clock" its disintegration. Within *two seconds*, it begins. The same thing happens in your stomach. Hence, you get astonishingly fast relief.

fast pain relief!



**THREE important steps...not just ONE...
give Bayer Aspirin its 2-second speed!**

BAYER Aspirin's 2-second disintegrating action is due to the way Bayer Aspirin is made. Three important steps are taken—not just one!

First, even though ready-made aspirin powder can be obtained from outside suppliers, Bayer makes *its own* instead, tests it, adds a highly effective binder. Second, this powder is compressed into giant tablets (extreme left) 18 times larger than normal. Third, these "giants" are

crushed back to powder, sifted, and then the familiar Bayer tablets millions of people know so well are finally made.

Bayer technicians *could* make aspirin tablets without taking all three steps. But because they *do* take them, Bayer Aspirin starts to work almost instantly! So—for fast pain relief, use genuine Bayer Aspirin. And be sure to ask for it by the name *Bayer*, when you buy.

**ALWAYS ASK FOR
GENUINE**

Bayer Aspirin



GRAFLEX-made photo by TORKEL KORLING

"Be Patient...And Be Natural,"

says Torkel Korling, ace photographer of children...

YOU'LL never find TORKEL KORLING making his prize-winning shots in a studio. Instead, he insists on snapping the youngsters in their own homes. "At home, babies have active personalities," he explains. "But in an unfamiliar studio, they lose the happy, carefree manner that I want to catch with my camera."

"Just let the youngsters go on with their daily routine—follow the action with your photo equipment—and wait for 'peaks of expression'," he advises. "Let them build up

their interest in whatever they are doing; then photograph at the 'peak'—at the moment when each gesture and expression has been built up to a climax!" Korling adds: "The GRAFLEX camera gives you an opportunity to follow this build-up of action on the camera's ground glass right up to the instant when the shutter is released."

GRAFLEX gets great pictures!

VISIT GRAFLEX INFORMATION CENTERS—At 50 Rockefeller Plaza, New York, N.Y. and 3045 Wilshire Blvd., Los Angeles, Calif.

BEST FORM

Girdles
Brassieres
All-in-ones

*no finer fit
at any price*

BRASSIERES 79¢ to \$1.50

FOUNDATIONS \$2.50 to \$6.50

Bestform Foundations, Inc. • 64 West 23rd Street, New York 10, N.Y.



CHESTER BOWLES was Benton's partner in Benton & Bowles advertising agency. Now OPA chief, Bowles is still one of a circle of Benton's close friends.

WILLIAM BENTON CONTINUED

have to operate in the red for years, but the Benton touch betrayed him, and Encyclopaedia Britannica Films Inc. is making money. Not, however, for Benton. The University of Chicago is averaging more than \$300,000 a year on the Benton investment.

When he left business for the academic world, Bill Benton figured he would make his mother happy at long last. And he did; he had been the first member of either side of his family in three generations who had failed to make Phi Beta Kappa, and now he was vice president of one of the world's greatest universities. But his Aunt Mary Benton, on his father's side, was skeptical. She wrote him from her home in Oakland, Calif., in one of those long letters that he still trembles to open, "It was just about at your age that your father came down with agnosticism." And Elma Benton was not giving any hair-trigger approval, either. "I'm not very sure about this new position of yours," she wrote him. "Now, this Mr. Hutchins. When he visited Honolulu a year ago, a committee of educators waited on him at the boat. And he wasn't up. But President Roosevelt—when he was met by a committee, he was up."


His independence was inherited

Elma Benton put great store in being up early. She had been up early all her life, working at teaching, homemaking, farming. Her son apparently inherited his independence from both sides of the family. Many years before, his father, a well-established preacher, resigned the ministry when he felt his faith slipping and became a professor at the University of Minnesota. The widow Benton, when the professor died, took her son out to Montana and started to farm on the dreariest of the rock-stream flats. Already endowed with a heritage of independence, Bill Benton learned in Montana how to make a living with little but independence by way of resources.

Three years ago, when his mother lay dying at her son's Connecticut estate, Benton dropped everything—all his committees, his vice presidencies, his chairmanships, his round-the-clock appointments—and sat at his mother's bedside. As he paced up and down in the darkened sickroom he received an extremely important long-distance call from Washington. The phone connection went bad and Benton began shouting into the instrument. Suddenly he checked himself and turned to the bed. "Am I too loud, Mother?" "No," came the reply, "but that suit of yours is."

Beneath his academic robe—he is a small, chunky fellow, and he appears, in academic processions, to be scurrying around inside it—there still beat the heart of the self-winding businessman all the time he was at the university. During those years he picked up three "little businesses" in New York. One of them is Muzak,

CONTINUED ON PAGE 102



Men who know cards know Bicycle

THE LONG-LIFE
CARDS THAT
ARE LIFE-LONG
FAVORITES

THE U.S. PLAYING CARD CO.
BICYCLE
MADE IN U.S.A.
RIDER BACK
PLAYING CARDS



How to go after a cold

Take these 5 basic steps advised by doctors, in addition to any temporary relief measures, to help your system *throw off a cold*. See how lemons help:

5 BASIC STEPS ADVISED BY PHYSICIANS	LEMONS HELP WITH ALL 5
1 Get plenty of rest; overcome fatigue; build resistance.	Lemons are among the richest known sources of vitamin C, which combats fatigue and fights infection.
2 Alkalinize your system.	Lemon juice with water and baking soda forms sodium citrate, an excellent alkalizer.
3 Insure regular elimination.	Lemon juice and water, with or without soda, is mildly laxative for most people.
4 Eat lightly. Take plenty of liquids, especially citrus juices.	Fresh lemon drinks are favorites.
5 Keep warm; avoid further chill. If cold persists, see your doctor.	Hot lemonade is almost universally prescribed.

GET FULL BENEFITS FROM LEMONS — FOLLOW THIS ROUTINE

At first sign of a cold drink a glass of lemon and soda. Take another every 3 or 4 hours.

To induce perspiration, take a hot lemonade when you go to bed.

Lemon and soda forms natural sodium citrate. Supplies vitamins and all other benefits of fresh lemon juice, plus an increased alkalizing effect. Consumed at once, soda does not appreciably reduce vitamin content.

To avoid colds build your resistance! Join the millions who now drink lemon and water daily. Juice of 1 lemon in glass of plain water, first thing on arising.



To make lemon & soda pour juice of 1 lemon in a half glass of water. Add — slowly — half teaspoon baking soda (bicarbonate). Drink as foaming quarts.

WHEN YOU TAKE COLD
TAKE LEMONS



California
Sunkist
Lemons

WILLIAM BENTON CONTINUED

which pipes popular and semiclassical recorded music into restaurants. Benton is reported to have been offered \$1,500,000 for the common stock, which cost him less than \$150,000 four years ago. He owns, in addition, an interest in a \$5,000,000-a-year shoe factory in Los Angeles, started eight years ago in a cellar by a friend of his who was determined to make shoes in Los Angeles in spite of the predictions of the big shoe moguls in Boston and St. Louis that it could not be done.

At the time of his appointment to the State Department, his application was pending before the FCC for three FM channels for his newest business, Subscription Radio Inc. After ten years of producing radio advertising and another eight years of swallowing it at the receiving end of the set, Benton decided that address radio was what the world wanted. His three 24-hour-a-day wavelengths would carry, on one of them, classical music; on another, popular music; and on the third, education and news. The ordinary set would "jam" on those three wavelengths. To remove the jam the subscriber would pay Subscription Radio 2¢ a day, which would pay for the address programs. Popularly known as pingsqueal, the "jamming" part of the project probably represents the first occasion in history of actual production for the prevention of use.

Other men have had Bill Benton's independent spirit but few are endowed with his inexhaustible supply of random vitality. Minutes are his most precious asset. One of the first American businessmen to do all his traveling by air, he took the train between New York and Chicago only when he needed a haircut; he cannot find time for one anywhere else. An unforgettable sight is Bill Benton sitting in the barber chair on the 20th Century Limited, with a drink in one hand and a set of page proofs in the other, meanwhile holding a conference with an associate who had to take the train to New York in order to talk to him.

He makes it an unconscious practice to be a little late for every appointment; if there is any waiting to be done, it will always be done by the other fellow. On a hurried trip around the world he dashed across India to interview Mohandas Gandhi, arrived a few minutes late, as usual, and never got over the fact that he found the leader of 400,000,000 people sitting on the ground doing *absolutely nothing*. Benton has never missed a train, a plane or a boat in his life; he has never arrived at the station with more than 60 seconds to spare. And he is one of the few men in history who has caught the Century after it pulled out of Grand Central; he persuaded the railroad to hold it at Harmon while he caught up with it on a local.

His mental dexterity is amazing

What most amazed Frances Stutzman, his Chicago secretary, was not his mile-a-minute pace but his dexterity and acuity in keeping mental track of 57 different things at once. In the middle of a conference on inter-American relations, he would grab his dictating machine and say, "Have somebody give me a memorandum on what this philosophy of Thomas Aquinas is all about." Then he would jump back to the inter-American relations, interrupting himself half a dozen more times to dictate memorandums on the Beveridge Plan, John L. Lewis, a new broadcasting chain, an anniversary gift for Mrs. Benton to be picked up, the situation in India, flowers for Aunt Mary in California on the occasion of her 80th birthday and a message to a Supreme Court justice on his latest decision. Six months later one of Benton's assistants would stagger in with a thousand-page memorandum of the contents of the 20-volume *Summa Theologica* of St. Thomas Aquinas.

"It is his glands," said his Swedish-born friend, Anton Carlson, the great physiologist, at a war-research conference shortly after Pearl Harbor. "If we could find out what makes Benton go, and inject a little in everybody, we could win the war in a week."

Yet it is not entirely a matter of glands. His ability to say, "I think I'll sleep for 20 minutes," and then sleep for 20 minutes, is a mystery as psychological as it is biological. His ability to be interrupted while dictating — by a phone call, a visitor or even a conference — and then go back to his dictating without ever saying, "Where was I?" suggests two entirely separate and simultaneous operational levels. And the suggestion is supported by his continual making of notes, about entirely unrelated matters, while

CONTINUED ON PAGE 105

And they thought she'd always be paralyzed



Painted by Bernard Watfot

What are warning signs of infantile paralysis?

A fever, vomiting, marked restlessness may be the only symptoms at first. But do not delay. Call your physician immediately. Later come the more serious signs—stiffness of neck and spine, leg, arm, and back pains. By starting treatment *early*, recovery is speeded and deformities lessened.

★

Keep your child out of crowds—especially during an epidemic. Remember, infantile paralysis is a “catching” disease, and the fewer contacts with others the less chance of illness. See that your child gets plenty of rest and fresh air.

★

★

★

Follow your doctor's orders implicitly—Have patience if it takes a year or more to strengthen your child's weakened muscles. Encourage him to do *everything* the doctor recommends. Have your child hospitalized if the doctor advises it.

“Anyone at any age can get infantile paralysis. This might sound discouraging if it were not for the heartening fact that about 50% of cases diagnosed *early* get completely well. Not the slightest trace of crippling remains. Another 15% to 25% will be paralyzed so slightly that an average physical examination may not reveal it. That's because we *do* know how to help re-educate paralyzed limbs and get youngsters back on their feet, even though we haven't learned how to prevent infantile paralysis or to kill the virus that causes it, once the spinal cord has been attacked. Treatment, however, must *not* be postponed. Within seventy-two hours of first symptoms, serious paralysis may set in. Learn to recognize and report early signs—at once.”

Your doctor



Copyright 1946, The Upjohn Company

FINE PHARMACEUTICALS SINCE 1886

“YOUR DOCTOR SPEAKS”—This is the eleventh in a series of messages sponsored by Upjohn to bring better health to more people through current medical knowledge

The Aristocrat of Bonds



When pleasure is the aim, Kentucky Tavern never misses. Truly the Aristocrat of Bonds, the quality of Kentucky Tavern has been the obligation of one family whose knowledge of fine whiskey making has been a tradition for 75 years.

© 1945

Glenmore Distilleries Company, Incorporated
Louisville, Kentucky

THERE'S ONLY ONE BETTER BUY IN BONDS...SAVINGS BONDS!

THE FLAVOR'S IN...THE BITE IS OUT—

Two Pipe Tobaccos You Can Inhale



PROVED IN THE LABORATORY!



Laboratory measurement of the irritation ("bite") in the smoke, indicates that the average of six other leading, popular pipe tobaccos is over *three times as irritating as*

REVELATION! Since BOND STREET is produced by the same Philip Morris method, you'll find this goes for BOND STREET too!

NOW PROVE IT IN YOUR PIPE

Try BOND STREET or REVELATION in your pipe. You'll find both extra good... smooth, cool-smoking—thanks to a Philip Morris advance in preparing pipe tobaccos.

PHILIP MORRIS & CO. presents

Two Grand Pipe Mixtures—So Mild and Gentle—they're Winning Thousands who Never Smoked Pipes Before!



Pipe smokers... take a tip from thousands of other pipe smokers—know and enjoy REVELATION or BOND STREET—the pipe tobaccos you can inhale!

Yes, thousands who have smoked for

years, and thousands who never smoked a pipe before... enjoy every day—mild, gentle, BOND STREET or REVELATION. Try these two cool-smoking pipe mixtures. And remember, they are made by Philip Morris. The flavor's *in*... the bite is *out*!

PHILIP MORRIS & CO.

Dedicated to the Production of Fine Tobacco Products

BOND STREET
TOBACCO

A Genuine and very different Aromatic Mixture! Contains a rare aromatic tobacco never before used in popular-price blends... wonderful flavor and aroma, even the ladies approve. Smooth, cool and clean-burning.

Finest quality—at a popular price!



REVELATION

One of the world's most Perfectly Balanced Blends! A magnificent "flavor-blend" of five different, superb tobaccos... cut five different ways; smokes clean, cool and even—every puff a pleasure.

Finest quality—at a popular price!



They'll always beat a path to the door of the man...



who makes a better Manhattan than his neighbor

If you'd like friends to beat a path to *your* door, just try this Manhattan recipe:

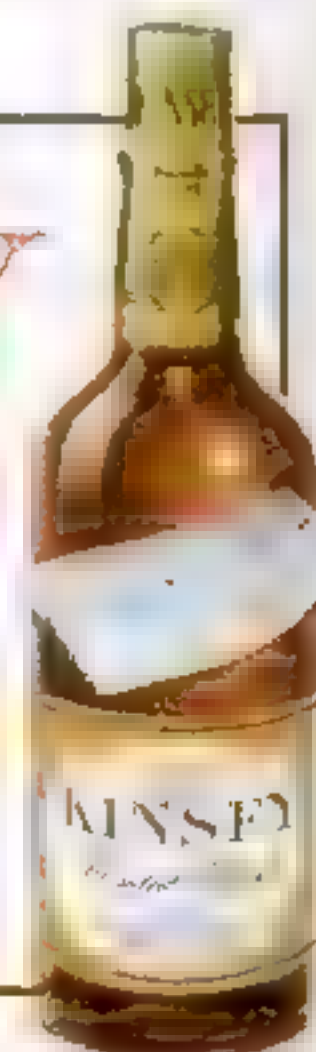
One part Vermouth...

Two parts superbly smooth Kinsey Whiskey. (Remember, every delicious drop is blended with 54 years of "know-how"!)

Add a dash of bitters... stir with ice... strain into a glass... garnish with a cherry.

Serve these wonderful Kinsey Manhattans to just a few friends who know a grand whiskey when they taste one. Allow a few days for the word to get around... then stand by to accommodate the rush!

KINSEY
the unhurried
WHISKEY
A BLEND
Since 1892



86.8 Proof • 65% Grain Neutral Spirits
Kinsey Distilling Corp., Lunfield, Pa.



THE BUFFET DINNER FOR 400 GUESTS COST \$5,500

Normalcy of a sort returned to the nation's capital on Dec. 20 when wealthy ex Senator Davis Elkins of West Virginia introduced his 18-year-old debutante daughter Katherine to society with the first really poshy party which Washingtonians have seen since the war began. It was a dinner dance held in



DASHING BALLROOM FORM WAS SHOWN BY NAVY ENSIGN (CENTER). LIEUTENANT (LEFT) WAS MORE DECOROUS

the main ballroom of the Mayflower hotel. It had elaborate fixings: a huge buffet, a gold dinner service and mechanical fountain which dribbled champagne punch throughout the evening.

The first of more than 400 guests arrived at 8:30. By evening's end they had succeeded in chewing,

zipping, snuffing and shuffling their way through an estimated \$15,000 worth of food, liquor, flowers and music. Katherine, who had been to a coming-out lunch and a coming-out tea of two friends earlier the same day, got to bed at 4:30. The next day she got up at 1:30 p.m., went to two more parties,



SENATORIAL GRIP was used by Burton K. Wheeler of Montana to propel his wife efficiently around the floor.



ARCHDUCAL GRIP enabled Archduke Felix of Austria to maneuver his hostess through a sedate fox trot.



HAUGHTY STAG, Asa Phillips of the U. S. State Department, waited with dignity for a chance to cut in.



Ribbon

LEND THE "PERSONAL" TOUCH

Put the accent on you and yours with big, bold ribbon initials. Just plunk down your pin-money, and take your choice of rich, lustrous Royal Swan Ribbons. Choose from the wonderful array of glad plaids, smart solids and perky polka-dots.

STARK BROS. RIBBON CORP.
26 WEST 40th ST., NEW YORK 16, N. Y.

ROYAL & SWAN
RIBBONS
The Sugar-n-Spice of Fashion

VARICOSE VEINS

—d Not Keep You From Having

Beautiful Legs

A new two-way stretch stocking that gives perfect support and is unobtrusive under sheerest silk hose. Now, bulky elastic stockings are unnecessary. At Department, Surgical or Drug Stores.



SEND FOR BOOKLET

Mail Coupon Today

BELL-HORN

Tropical Weight
ELASTIC STOCKINGS

BELL-HORN, 451 North 3rd St., Philadelphia, Pa.
Send me helpful free booklet: New Facts about Varicose Veins and Beautiful Legs.

NAME _____

ADDRESS _____

AMERICA'S LEADING MAKERS OF SURGICAL HOSIERY FOR OVER 100 YEARS



CHAMPAGNE FOUNTAIN is primed with American champagne by Fred, the maître d'hôtel. Inner mechanism kept it plashing throughout the evening.



KATHERINE'S FATHER, ex-Senator Elkins, fills his glass at the champagne fountain. Champagne which fell into bowl was pumped back up again.



CANDLES on buffet table are lit just before dinner as Fred tosses the salad and the chef slices the turkey, gloomily assisted by Walter Elihu Chiochepti.

Smoke Smudge

quickly erased...



by its longer polishing action!

Are your teeth discolored by ugly smoke smudge—or other surface discolorations? Then make these 3 discoveries.

- 1 Most dentifrices disperse and stop polishing long before you finish brushing your teeth.
- 2 Your teeth need longer polishing action.
- 3 You get this longer polishing action from Iodent No. 2, made by a Dentist. It contains millions of tiny particles scientifically treated to safely polish teeth up to twice as long. They do not dissolve—but get finer, tinier as you brush. It's the way a jeweler polishes precious jewelry.

Watch the natural sparkle of your teeth return. You'll see why Iodent No. 2 is America's favorite for teeth hard to bryten, Tooth Paste or Powder.

IODENT

and for teeth easy to bryten—especially children IODENT No. 1.

A winner with women!

QUEST

All-purpose

DEODORANT

On sanitary napkins,
Quest powder deodorizes
completely

IRON GLUE

MENDS FURNITURE

Easy to use. No mixing. Also mends toys, models, wood, china, glass, leather, most anything. Sold 'most everywhere. Ask for this Iron Glue—in handy 10c bottle. McCormick & Co., Baltimore 2, Md.



AN ELEPHANT FOR STRENGTH



ONE day, soon, you are going to step into a store . . . and there on the counter you'll see one of the "postwar wonders" you've been waiting for.

You'll see a *blanket* . . . but an amazingly wonderful *new kind* of blanket . . . one that will revolutionize all your ideas of what a blanket should be.

It's a blanket made possible by the miracle of electronics—that keeps you cozy and warm, with no other covers, even on coldest nights.

It's a blanket as sensitive to temperature changes as your radio is to the human voice. It regulates its own warmth *electronically*, regardless of the weather . . . protects you from too much heat, as well as from

cold . . . gives you safety to the Nth degree.

It's all this . . . yet it's as beautiful on your bed as the finest woolen blanket you ever owned.

It's the amazing Simmons *Electronic Blanket*.
A *new way* to better sleep!

NOW MORE THAN EVER—"THE GREATEST NAME IN SLEEP"

SIMMONS

MAKERS OF THE FAMOUS BEAUTYREST MATTRESS

Electronic Blanket



"Whiskey on Its Way to Age"—painted at the distillery by the famous artist, Paul Sample

**88 years at fine whiskey-making
makes this whiskey good**

IMPERIAL
Reg. U. S. Pat. Off.
Hiram Walker's Blended Whiskey



86 proof The straight whiskeys
in this product are 4 years or
more old 30% straight whiskey
70% grain neutral spirits. Hiram
Walker & Sons Inc., Peoria, Ill.



AT PARTY'S END Katherine thanked Orchestra Leader Salmi Siederman, whose band played steadily for more than five hours. They were paid \$700.



LIQUOR CONSUMPTION was considered moderate: 252 bottles of champagne, 84 of Scotch, 36 of bourbon, 120 of wine—in addition to a few liquors.



BACK HOME, the Elkinses chatted. Katherine's grandfather, Stephen B. Elkins, and her great-grandfather, Henry Cassaway Davis, were also senators.



...when you buy that new
WATER HEATER

GET IT BIG ENOUGH!

Figure your requirements *liberally*, then get a hot water system that won't let you down. Remember, an adequate supply must provide showers or baths for the whole family, hot water for your cooking and dishwashing, water for big washings or day-long house cleaning activities—sometimes, *all at once* or in rapid succession.

You'll find an automatic heater a great convenience—a great time saver, too, as you never have to wait for hot water. And if your new heater or storage tank

is insulated with efficient Fiberglas*—and most new units are, today—you'll be delighted at how little it will cost you to operate. Equally important, because Fiberglas Thermal Insulation is immune to both time and decay, operating costs *stay low* for the life of the heater.

For other helpful hints on what to look for, as well as what to "remember", when you buy a new water heater, range, washing machine or other appliances, send for your copy of the free booklet "Some Things to Remember". Use the handy coupon below.



FIBERGLAS Insulation

*T.M. Reg. U.S. Pat. Off.

ASK FOR IT
IN YOUR NEW
WATER HEATER

Owens-Corning Fiberglas Corp.
2102 Nicholas Bldg., Toledo 1, Ohio

Please send me your free booklet, "Some Things to Remember".

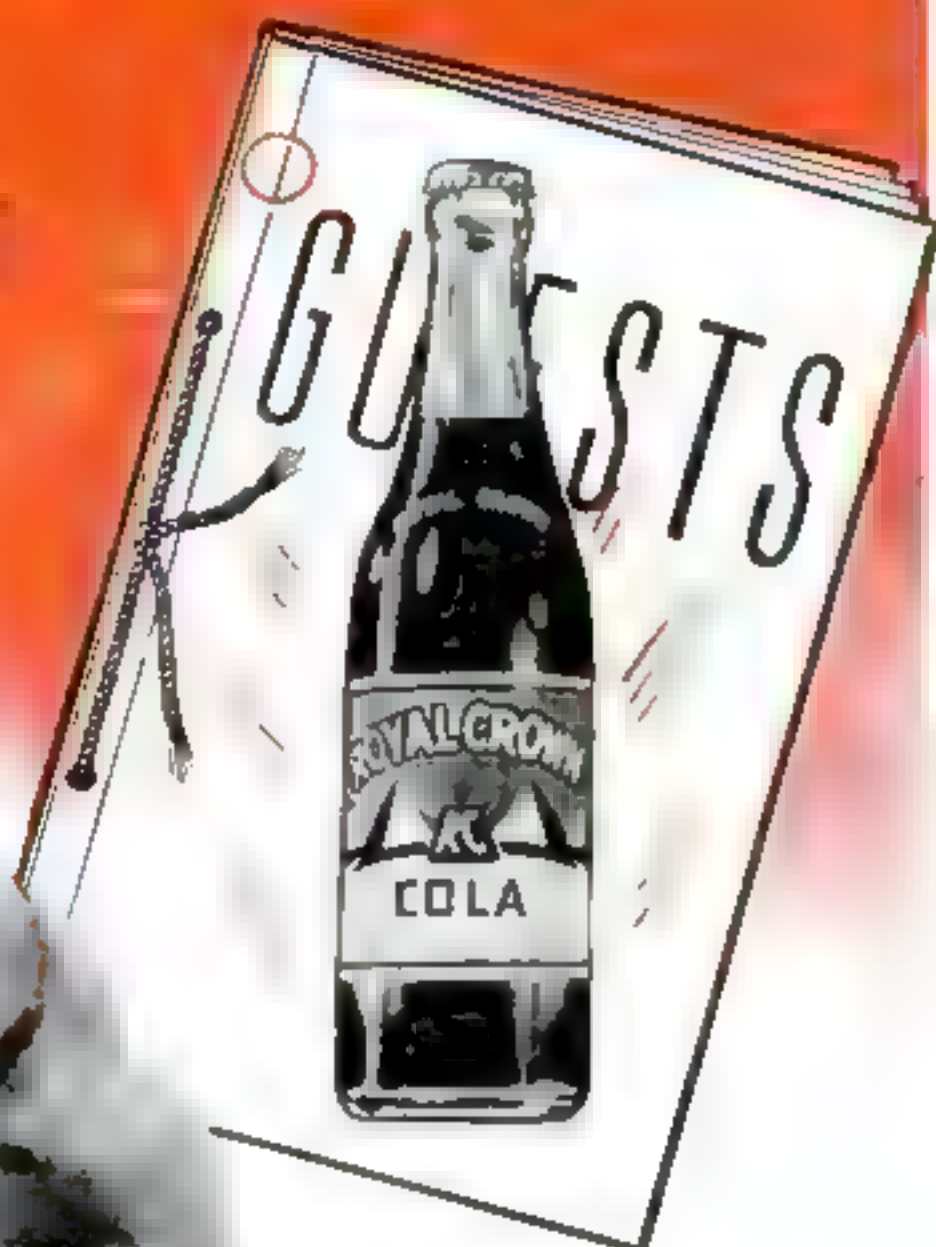
Name _____

Address _____

Please Print

"A welcome guest,
RC tastes best!"

BETTY HUTTON



See Betty Hutton in
"THE STORK CLUB"
A Paramount Picture



BETTY TOOK THE FAMOUS TASTE-TEST long ago
"After trying leading colas in paper cups," she
says, "I picked Royal Crown Cola best-tasting!"
Try it! Say "RC for me!" That's the quick way
to get Royal Crown Cola—best by taste-test!

RC is the quick way to enjoy...

**ROYAL CROWN
COLA**

Best by taste-test!

MISCELLANY



TRUMAN'S SUIT, complete with shirt and tie, is buttoned onto his headless, incomplete wax figure. It fits less trimly than his suits fit the President.

TRUMAN IN WAX

The famous 110-year old Tussaud museum on London's Marveton Road which exhibits wax figures of well-known personalities ranging from Mae West to Santa Claus has been having problems with Britain's clothing ration. Ration regulations specify that coupons are issued 'only to living persons.' The waxworks have therefore had to ask their famous models to donate old clothes. Last November President Truman, who is now being added to the collection, heard about Tussaud's troubles, sent along an old gray plaid, threw in a shirt and a tie.

CONTINUED ON PAGE 1.



The plane that flushed an idea from a hot-dog stand—

WITH ALL the improvements on today's planes, it seems strange to think that airplanes haven't always had parking brakes.

Back in the early days of flying, Eddie Stinson landed at a small field in Northern Michigan with a passenger.

Ready to take off, Eddie found that his starting battery had gone dead. So he told his passenger to open the throttle a little bit while he started the

motor by pulling the propeller through.

The motor started with a roar! The passenger, confused, had pushed the throttle wide open. Eddie jumped clear as the plane roared down the field.

But dead ahead was a hot-dog stand that couldn't jump!

The plane tore into the stand. At 1650 r.p.m., the propeller churned mustard, pop, hot dogs, and buns into a froth. Only then did the passenger recover

enough to cut off the ignition.

The hot-dog stand cost Eddie Stinson \$350, plus a new propeller. But it showed him a way to make planes safer!

Two days later he had rigged up a parking brake to operate with brakes on landing wheels.

Years of flying showed Eddie Stinson what fliers needed and wanted in a plane. So it's not surprising that the first Stinson he built, back in 1925, was a plane ahead of its day. Besides brakes, it had an enclosed cabin, an electric starter, and a cabin heater.

Because Stinson has always been a leader, you can depend on Stinson to bring you the best in quality planes.

Announcing THE STINSON VOYAGER 150 . . . Here's a four-place ship that will bring you *speedy, safe, and comfortable* air travel.

And air-travel luxury such as you have never seen before, except with larger, more expensive planes!

The Voyager 150 cruises at 125 m.p.h., has a maximum speed of 133 m.p.h., and a range of 500 miles. Its power, maneuverability, and high-altitude performance make it a *versatile plane anywhere*.

And the appointments of the Voyager 150 match its performance. Its cabin is soundproofed and ventilated. You'll fly in comfort on its richly upholstered, adjustable seats.

And economically, too! For costs of operating the Voyager 150 will compare favorably with the cost of operating your car.

Write for a free, illustrated brochure telling all about the Voyager 150 . . . to Stinson Division, Consolidated Vultee Aircraft Corporation, Wayne, Michigan.



Stinson

EASY TO BUY . . . EASY TO FLY

Stinson Division, Consolidated Vultee Aircraft Corporation, Wayne, Michigan

Check your choice with Crosby... Havoc... Kaye!

BING, everybody's favorite singer, is probably the only highly successful businessman who has never been inside his own office. Among his preferences are horses, fancy wardrobes, Regent's crushproof box. According to Bing, "It's just like a custom-made cigarette case."



JUNE, pride of Hollywood and Broadway, owns five dogs, three cats and two goats. She's partial to gay colors in clothes and cars, mildness in cigarettes. "Regents are milder," she declares, "and I think they're better tasting."

SAMMY, of "Swing and Sway" fame, apparently chose the right career when he switched from athletics to engineering to music. Now one of the nation's top bandleaders, Sammy chooses Regents. "Regent's King Size—20% longer—means extra value."



ALL THREE AGREE that Regents are milder, better-tasting. The reason? Multiple Blending—an exclusive process that makes Regents really mild, always gentle to your throat. Next time, try Regents. They cost no more than other leading brands.

Quality tobaccos... Multiple Blended
make **REGENT**
The milder, better tasting
cigarette!

Truman in Wax CONTINUED



FINISHED TRUMAN is assembled by Bernard Tussaud (right), a descendant of founder Mme Marie Tussaud. In the background: Abraham Lincoln



OTHER PRESIDENTS in wax survey the new addition. Standing in background is William Howard Taft; at right are Roosevelt, Hoover and Coolidge

Choice of a lifetime...



It's Tom and Jerry time! It's time to taste the lighter, finer flavor of the choicest whiskey ever to bear the grand old name *Golden Wedding*. Make it your choice of a lifetime.

Golden Wedding

*Has
had no
peers for
fifty
years*

BLENDING WHISKEY, 86 PROOF, 72% GRAIN NEUTRAL SPIRITS. JOSEPH S. FINCH & COMPANY, SCHENLEY, PA.



The World's Friendliest Club . . . Admission 5¢

As American as Independence Day—the soda fountain is the very expression of the democracy that is America. There—over a Coca-Cola—you meet your friends, shoot the breeze, catch up on local news, add your two-bits' worth to world opinion. There our young folks gather in the wholesome atmosphere of friendly refresh-

ment. There every day new friendships are made and old friendships are renewed. Friendliness and Coca-Cola go together, like bread and butter. Today, tonight, pause to refresh yourself and be sociable over a Coke at your favorite fountain. It's the world's friendliest club—and the price of admission is only a nickel.



Coke = Coca-Cola

"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which distinguish the product of The Coca-Cola Company.